

Southern HARDWARE

Specializing in SOUTHERN FARM EQUIPMENT



***you make
more than one profit
when you sell
IRWIN***

The sale of an Irwin auger bit or screw driver carries a strong promise of additional profits to come. For the dependable performance of Irwin tools helps to build customer confidence and good will for your store.

This in turn builds repeat sales and profits for you. Customers will buy Irwin again. They will buy more of the other sound values you offer and recommend.

And the promise of more than one profit from the sale of an Irwin tool is backed by experience that spans a full 67 years. Here then is another practical reason why it's good business to do business with Irwin.

The Irwin Auger Bit Company
Wilmington, Ohio



every bit as good as the name

ALL ALIKE AND DEPENDABLE -that's NAT!

Whether they're cap screws, carriage bolts or wood screws . . . or such items as cotter pins or wing nuts . . . you can depend on Nat for the best in fasteners.

"National" quality-controlled fasteners are always uniform . . . in structure, in packaging and in performance. For quality inside and out, specify "National" fasteners in the distinctive red and black cartons. These "National" cartons provide quick and easy fastener identification—resist soiling and dress up your fastener shelves.

For any type of fastener, "Better Buy National." Write us today for full information on the "National" line.



Wood Screws
Machine Screws
Nuts
Cap Screws
Tapping Screws

Steel Bolts
Carriage Bolts
Lag Bolts
Machine Bolts
Cotter Pins

THE NATIONAL SCREW & MFG. COMPANY Cleveland 4, Ohio

Pacific Coast: National Screw & Mfg. Co. of Cal.
3423 South Garfield Ave., Los Angeles 22, Cal.



FASTENERS



MODELL CHAINS



CHESTER HOISTS



SOUTHERN HARDWARE is published monthly at 110 E. Crawford St., Dalton, Ga., by W. R. C. Smith Publishing Company, Dalton and Atlanta, Georgia, U. S. A.

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Volume 121

Number 6



The All-Weather Roofing is Galvanized Steel

High-velocity winds or chunks of ice dropping from overhanging eaves can ruin any metal roof, but the probability of damage is considerably less when the roofing is galvanized steel.

The reason for this is simple. Steel is the strongest, stiffest metal commonly used in sheet roofing. It grips the nails and resists tearing or enlarging at the nail holes. It resists breaking and denting from the impact of falling limbs. With the usual purlin roof construction it can support the weight of a man without cracking or ripping.

Bethlehem's Stormproof Roofing is made of strong, rugged sheet steel, in either plain or copper-bearing grades. Uniform zinc coatings protect each side of these sheets from corrosion. Stormproof does not have a high initial cost, and it does not require costly maintenance. Dollar for dollar there is no better all-weather roofing protection on today's market than that provided by Stormproof.

Bethlehem Steel Company, Bethlehem, Pa.

On the Pacific Coast Bethlehem products are sold by Bethlehem Pacific Coast Steel Corporation.

Export Distributor: Bethlehem Steel Export Corporation.



STORMPROOF COVERS THE SOUTH



**NOW! A COMPLETE RANGE
OF SIZES IN THE
FAST SELLING ROYAL LINE**

There is a Royal size for every need . . . all similar in design, all featuring the new Ribbed Mahogany Baked Enamel Finish.

ALL HAVE THOSE FAMOUS ROYAL BURNERS

Every one of these Royal heaters has Royal Lifetime one-piece Cast Iron Drilled Raised Port Burners—Time tested as the most satisfactory and trouble-free burner ever used on this type of equipment.



**VENTED
CIRCULATORS**

The **NEW ROYAL 75,000 BTU** Circulator in the
NEW RIBBED MAHOGANY BAKED ENAMEL FINISH

Four new sizes of Royal Vented Circulators 30,000; 35,000; 50,000 and 75,000 BTU non-radiant models have been added to this popular, trouble-free and fast-selling line.

NOW, Royal has a complete range of sizes: 20, 30, 35, 40, 50, 60 and 75 thousand BTU. 40 and 60 thousand BTU models available with radiants. *Write for folder and price list.*



(Bottom Right) Royal 40,000 BTU Radiant Model, vented. Pyrex brand glass fronts allow complete vision of radiant glow



A.C.A. approved
for Natural,
Manufactured
or LP Gas.

OPTIONAL EQUIPMENT automatic thermostats and safety pilots available on all models as optional equipment. Note louvered door at right end. Controls mounted inside cabinet are thus instantly accessible.

LP-GAS MODELS ARE INDIVIDUALLY TESTED ON LP-GAS

Write for folder and price list on this fast selling, profitable line that has the outstanding record for troublefree operation and long life

Permanent Display: **SPACE 1119-A**, Merchandise Mart, Chicago

**CHATTANOOGA IMPLEMENT & MANUFACTURING CO.
CHATTANOOGA 6, TENNESSEE**

MANUFACTURERS OF: ROYAL CHEF GRILLS, GAS SPACE HEATERS, VENTED AND UNVENTED VENTED WALL HEATERS, GAS LOGS, RANGE CONVERSION BURNERS, FIREPLACE FURNISHINGS





BRIDGEPORT,

Remington Dealer Letter



CONN.

REMINGTON PRESENTS TWO GREAT NEW GUNS WITH EXCLUSIVE SALES APPEAL!

NEW *Gamemaster** MODEL 760

The ONLY slide-action high-power rifle made!



SPECIFICATIONS

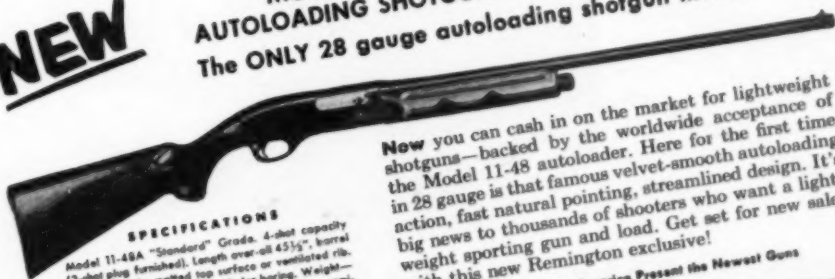
Model 760A "Standard" Grade. Extremely accurate free floating 22" barrel. Strong, enclosed bolt head; rotary multiple-lug breech bolt. Steady divide action bars. Interchangeable box magazine holds 4 cartridges; one in chamber gives 5-shot capacity. Perfectly balanced. Weight, about 7½ pounds; length 42½". An outstanding value.

Meet the fastest of all hand-operated big game rifles—in new streamlined design. Comes in three BIG calibers—30-06 Springfield, 300 Savage, 35 Remington. And it backs up all that power with an amazing new rotary multiple-lug breech bolt—designed on the same principle as heavy ordnance guns. The most sensational big game rifle ever offered!

*Reg. U.S. Pat. Off. by Remington Arms Company, Inc., Bridgeport 2, Conn.

NEW MODEL 11-48 AUTOLOADING SHOTGUN IN 28 GAUGE

The ONLY 28 gauge autoloading shotgun made!



SPECIFICATIONS

Model 11-48A "Standard" Grade. 4-shot capacity (3-shot plug furnished). Length over all 45½", barrel 25" with plain, matted top surface or ventilated rib. Full, modified or improved cylinder boring. Weight—about 6½ pounds. American walnut stock, "Shear" beaver tail fore-end, both finely checkered. "Shear" Grade with Remington Special Shear Boring and raised ventilated rib barrel only.

Now you can cash in on the market for lightweight shotguns—backed by the worldwide acceptance of the Model 11-48 autoloader. Here for the first time in 28 gauge is that famous velvet-smooth autoloading action, fast natural pointing, streamlined design. It's big news to thousands of shooters who want a lightweight sporting gun and load. Get set for new sales with this new Remington exclusive!

The Oldest Gunmakers in America Present the Newest Guns

The **REVERE**

*Name, Policy and
Advertising mean...*

QUICK
SALES...

LARGER
SALES...

FULL
PROFIT
SALES!



Revere Ware is a tremendous business builder. Your customers come in already sold, asking for it by name. It is a quick sale, with no loss of valuable time. It is a larger unit of sale. It is a sale with full profit.

And Revere Ware offers plus profits, too. For instance, our goods come ready-packaged for shipping—a definite saving to you.

We'd like to suggest that you take a minute to figure what each square foot of your precious floor space nets you. Then do the same for your Revere Ware space. You'll realize immediately why more and more dealers are making increased room for Revere Ware by eliminating dead items and tying-up 100% with the company whose entire sales policy is built to give you the largest volume and the best profit.

Remember, no quality line gets such advertising support as Revere does with its big, beautiful, four-color pages in the country's leading magazines and its famous television show, "Meet the Press." That's one reason why it brings to your store the kind of customers that experienced merchants want—quality-conscious men and women who know what they want.

REVERE COPPER AND BRASS INCORPORATED

Rome Manufacturing Company Division, Rome, N. Y.

ROME, NEW YORK . . . CLINTON, ILLINOIS . . . RIVERSIDE, CALIFORNIA • SEE REVERE'S "MEET THE PRESS" ON NBC TELEVISION EVERY SUNDAY

A Big IMPRESSIVE LINE OF Easy to Sell PRODUCTS

HERE is an impressive line of quality products that will make money for you as it is doing for Building Material Dealers throughout the South. Well-known product names—consistently advertised for years—are in this line, each easy to SELL because of its dependable quality, its prestige and ready public acceptance. If you are not selling SSIRCO manufactured and distributed products—Products That Sell at a Profit—we invite you to start now. Write today . . . for information on your profit possibilities with the SSIRCO Quality Line.

What's More!

15 Warehouses at strategic points throughout the South permit SSIRCO to give you Overnight Delivery or Drive-In Pick-Up. To you that means—low inventory, less investment requirements . . . Add to that the advantage of a complete line of fast-moving products, generous profit margins, free selling-aids, and here's what you've got: The right combination that spells more profits for you.

SSIRCO

Also SALES Help

FREE Business Builders to help you SELL the SSIRCO line! Dealer Signs, Sales Literature, Displays, Radio Copy, Ad Mats.

SOUTHERN STATES IRON ROOFING COMPANY

Savannah, Ga.
Atlanta, Ga.
Albany, Ga.
Augusta, Ga.

Tampa, Fla.
Orlando, Fla.
Miami, Fla.
Jacksonville, Fla.

Birmingham, Ala.
New Orleans, La.
Nashville, Tenn.
Memphis, Tenn.

Little Rock, Ark.
Columbia, S.C.
Savannah, Ga.
Richmond, Va.



wicks

FOUR BRIGHT SPOTS ON THE RANGE

Here are four range wicks you can recommend wholeheartedly to any customer. R/M wicks are clean burning, long lasting. They're priced right to give you a generous profit. They're the pick of the wicks.

KINDLERITE

R/M's standard quality woven asbestos kindler. A sturdy long-lived wicking with wire core in both warp and filling yarn. Packaged 5½ ft., 6 ft., and 100 ft. to the box, in widths of ¾", 1", 1¼" and 1½".



WOVEN GLASS

The acme of perfection in stove kindlers, assuring long life and maximum stove performance. The only glass wicking woven with a wire core in every strand to protect the burning edge. Packaged 5½ ft., 6 ft., and 100 ft. to the box, in widths of ¾", 1", 1¼" and 1½".



QUIK FLAME

The most efficient kindler ever developed for range burners. Patented open mesh construction provides best possible results with distillate oils. The extra-heavy wire core yarn keeps the kindler upright in the burner channel. Glass yarn at burning edge facilitates the removal of carbon deposits. Packaged 6 ft. to the box, ¾" and 1½" wide.



QUIK FLAME SETS



The same Quik Flame wicking that has proved popular in continuous lengths is now available in crimped sets to fit all standard 8" range burners. Packaged in sets of 4 oversize (1" wide) wicks.



RAYBESTOS-MANHATTAN, INC.

ASBESTOS TEXTILE DIVISION • MANHEIM; PA.

Factories: Manheim, Pa.; No. Charleston, S.C.

RAYBESTOS-MANHATTAN, INC. Manufacturers of Asbestos Textiles • Packings • Mechanical Rubber Products • Abrasive and Diamond Wheels • Brake Linings • Brake Blocks • Clutch Facings • Fan Belts • Radiator Hose • Rubber Covered Equipment • Sintered Metal Products • Bowling Balls



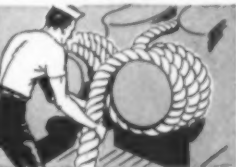
The tensile strength of Manila fibre makes it an ideal rope material. These thread-like strands, some of them 15 to 25 feet long, are surprisingly hard to break with a steady, lengthwise pull.



Before fibre is classified at the bodega, it is cleaned and the tips cut. Each tip cutter handles at one time a picul of fibre averaging 140 pounds.



Rope was made in the Colonias as early as 1641. It was considered so important an industry that the manufacturer was given a monopoly for several years. Just prior to the War of 1812, however, there were 173 rope walks supplying the young nation's growing fleet.



Ordinary hawsers often become rigid after several tows. Not Columbian Tow-Rol! (Available only in lines of 6" circumference and over.) Stays pliable when wet—handles smoothly on gypsy-heads and capstans—means speed and ease when making fast.

On-the-Site Experts Assure a Finer Rope

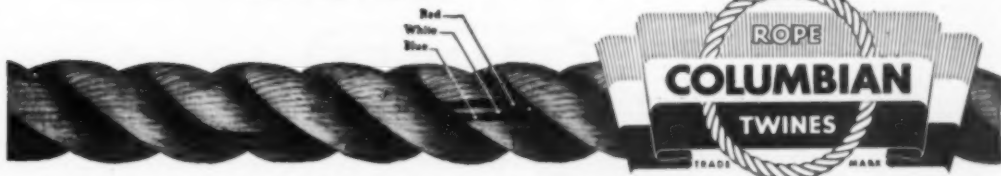
After the abaca is stripped and dried on the Philippine plantations, Columbian resident buyers judge its appearance, strength and pliability. The choicest fibre is then delivered to Columbian's bodegas (grading and packing plants) at Davao, Cebu, Tacloban and Bicol. Here, Filipinos who have spent their life at this one occupation sort the fibre into various grades. A Columbian inspector then accepts or rejects this classification.

By controlling its Manila fibre purchases at the source, Columbian makes sure you get a *finer* more dependable rope.

COLUMBIAN ROPE COMPANY

440-70 Genesee Street

AUBURN "The Cordage City," N. Y.



A TIMELY-TIP

to Profit-Minded Dealers...



STANLEY RD (ROUND CORNERED) BUTT HINGE (RD242 shown) eliminates need to square up corners of mortises ... saves builder's time, cuts costs. Self-seating, non-rising pin; hole in lower tip for easy pin removal.



More and more builders are calling for Stanley RD (Round Cornered) Butt Hinges RD241 and RD242. Why? Because the $\frac{1}{4}$ " corner radii precisely fit mortises cut by an Electric Hinge Mortiser—no hand chiseling necessary. And more important, because the combination of Round Cornered Hinges, a Hinge Mortiser, and Template allows builders to hang doors at least six times faster!

The interchangeability of Stanley RD Hinge Leaves makes this speedy combination practical. Some builders mortise and apply hinge halves to doors and jambs separately with complete assurance of perfect fits when doors are hung later.

You'll find a ready market and increased sales by introducing this fast method of hanging doors where it isn't already in use—and by carrying a stock of Stanley Round Cornered Hinges. Write today for details.

THE STANLEY WORKS, NEW BRITAIN, CONNECTICUT

STANLEY

HARDWARE • TOOLS • ELECTRIC TOOLS
STEEL STRAPPING • STEEL

Reg. U.S. Pat. Off.

*All Stanley Butt Hinges can be furnished with round corners.





DEMAND FOR



EXCEEDS ALL RECORDS

THE BRAND IN DEMAND... IS ECLIPSE. More and more of your customers recognize the unequalled value resulting from over 50 years' specialized experience in designing and engineering the world's best lawn mowers. Quality is their watchword. They want the performance, rugged dependability, exclusive features and economy they get only in an Eclipse. They can depend on service and spare parts. That's why they won't accept less...even when delivery delays due to urgent national defense work may mean waiting a little longer.

Model names are registered trademarks of
The Eclipse Lawn Mower Co.

THE ECLIPSE LAWN MOWER CO.

Division of Buffalo-Eclipse Corporation

4006 Railroad Street

Prophetstown, Illinois

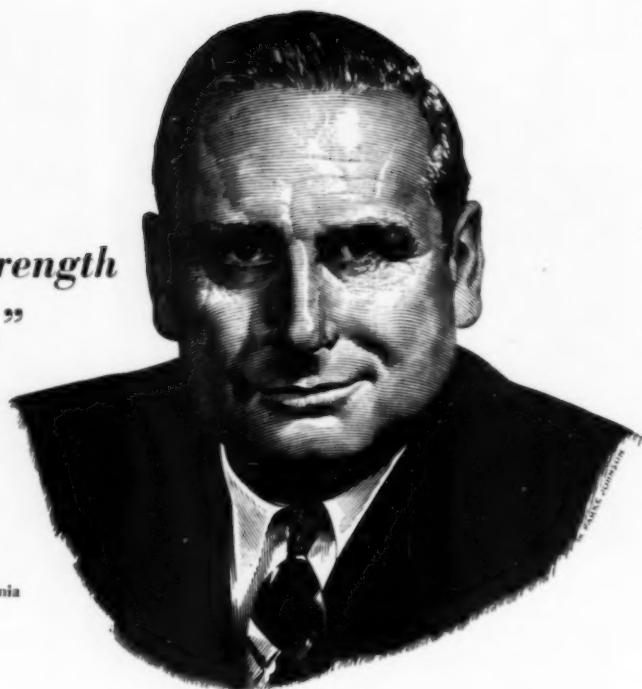
● *A Complete Line of Hand and Power Models by Eclipse*

SOUTHERN HARDWARE for JUNE, 1952

"Our Country's Strength is Created..."

REESE H. TAYLOR

President, Union Oil Company of California



"Our country's strength is created by the responsibility and solidarity of individual citizens in a self-chosen government and economy. It can—and must—be perpetuated against all who seek to undermine it. The men and women who invest regularly in United States Defense Bonds are contributing to our national integrity and to the traditions of personal independence so characteristic of a free people."

Every pay day, 6,500,000 employed men and women . . . "are contributing to our national integrity and to the tradition of personal independence . . ." by the systematic purchase of United States Defense Bonds.

How important is this contribution to national economy and personal security? Let's look at a few figures.

- the cumulative purchases of 6,500,000 Payroll Savers add up to \$130,000,000 per month.
- the number of individual E Bonds sold in 1951 totaled 68,069,000 pieces—8% more than in 1950.
- purchases of \$25 and \$50 E Bonds—the denominations popular with Payroll Savers—were greater than the sales of \$500 and \$1,000 E Bonds.

- monthly redemptions of unmatured E Bonds during each of 9 months (April to December, 1951) were less than 1% of the amounts outstanding.
- the cash value of Series E Bonds held by individuals on December 31, 1951, amounted to \$34,727,000,000—\$4.3 billions more than the cash value of Series E's outstanding in August, 1945.

That Americans have built personal security and a reservoir of purchasing power exceeding \$34.7 billions is due in no small measure to the patriotism and foresight of men like Mr. Taylor and other leaders of industry who have made the Payroll Savings Plan available to their employees.

For help with your Payroll Savings Plan, phone, wire or write to Savings Bond Division, U.S. Treasury Department, Suite 700, Washington Building, Washington, D. C.

The U.S. Government does not pay for this advertising. The Treasury Department thanks, for their patriotic donation, the Advertising Council and

SOUTHERN HARDWARE



"AMES"

Featherlite

SOCKET COMPLETELY
LOCKED



SHOVEL

Light as a Feather!

NO. 103-LSF

APPROXIMATE WEIGHT
3½ TO 3¾ LBS.

FEATURES

- 1 Blade and front strap a single unit. No weld.
- 2 Blade and straps forged from High Carbon Steel.
- 3 Back strap electrically welded to blade.
- 4 Straps are pre-formed.
- 5 Blade and lower section of socket carefully heat treated.
- 6 Uniformity in lift and balance of every tool . . . hang and balance never change. Pre-forming of straps the guarantee.
- 7 Handle is driven to the point of frog.
- 8 Unequalled strength insures maximum value.

Perfect Balance

BLADE AND STRAPS
FORGED FROM HIGH
CARBON STEEL



FRONT STRAP AND BLADE
ONE PIECE OF STEEL



BACK STRAP
ELECTRICALLY WELDED

TESTS PROVE IT THE STRONGEST
WELDED SHOVEL EVER MADE



Ask Your Jobber

PARKERSBURG, W. VA.

O. AMES CO.

NORTH EASTON, MASS.

Every Dealer Sells Bow Saws
when
they're

GENSCO
BUSHMAN



● **Patented Blades**

● **Light, Sturdy,
Tubular Tension Frames**

● **Quick Blade Changes**

● **Fastest Cutting Bow Saw Made**

Everyone that has used a famous Bushman saw knows it cuts faster—is less tiring and cuts longer than any bow saw they can use. Dealers, too, know how these saws have sold year in and year out because they're everything their customers want. Order your stock now, and watch Bushman make a profit for you.

Other Gensco Products:

Bushman Pruning Saws **Swedish Wood Chisels**
Gensco Shamus Builders' Hardware
Crown Brand Wood Screws
Swedish Blue Steeling Bolts

See Your Jobber

GENSCO

Write for Prices

GENSCO TOOL DIVISION
GENERAL STEEL WAREHOUSE CO., INC.
1806 North Kostner Avenue • Chicago 39, Illinois

Hinges



For more than 50 years Griffin hinges have been known for their fine materials and workmanship. Griffin hinges are part of a wide variety of light builder's hardware . . . quality produced by Griffin.



Every DOOR NEEDS THREE!

GRIFFIN—
Manufacturing Company
ERIE • PENNSYLVANIA

THE B. S. ALDER COMPANY
45 Warren Street
New York 7, N.Y.

HARVEY D. BUSH & SONS
4638 Nichols Parkway
Kansas City, Missouri
WILBUR H. DAVIS
1629 W. Fargo Avenue
Chicago 26, Illinois
GEORGE A. GREGG
17134-6 Wyoming Avenue
Detroit 21, Michigan
AUSTIN & EDDY INC.
115 Broad Street
Boston, Massachusetts

WALTER S. JOHNSON & SONS
917 St. Charles Avenue
Atlanta, Georgia
H. C. GLOVER
2611 Garrison Blvd.
Baltimore 16, Maryland
ROY L. ROGERS
1620 Garfield Street
Denver 6, Colorado
W. C. MEIBAHM & CO.
6954 Cheatham Avenue
St. Louis 9, Missouri

S. H. FARRAR
8637 Golf Drive
Dallas 5, Texas
CHARLES L. LEWIS
1355 Market Street
San Francisco 3, Calif.
R. F. BEVERS
4524 East 60th Street
Seattle, Washington
L. O. FULLER, JR.
644 Wallington Road
Jackson 6, Mississippi

Sell 'em all three and triple the sale

Consider the average householder—a prolific prospect for file sales. All he needs is waking up. His usual habit is buying one file at a time. *He ought to have at least three . . .* the combination shown here. It constitutes one of the most inviting file offers imaginable, as the descriptives below will prove.

Good way to display them (counter or window) is unit-bundled and intriguingly price-tagged. And because they're Black Diamond—widely known as "best in the world"—making sales is just a matter of "wrapping 'em up and ringing the cash register." *Call your wholesaler.*

MILL FILE (left)—Bastard cut; 6" to 10" lengths. For sharpening large-tooth saws, knife and other cutting edges; home workshop lathe and hand finish filing.

TAPER FILE (middle)—Regular, Slim, Extra Slim; 4" to 8" popular lengths. For sharpening hand and other 60° tooth-angle saws; and for angular corner filing in general.

4-IN-HAND (right)—Four files in one! Has four different cutting surfaces: Flat (double-cut) file and Flat rasp on one side; Half Round file and Half Round rasp on other side. Hundreds of uses—on metal, wood, plastics, leather, etc. A sales leader when sold singly; a sales booster in any combination!



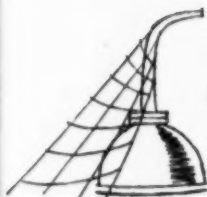
NICHOLSON FILE COMPANY
15 Acorn St., Providence 1, R. I.
(In Canada, Port Hope, Ont.)



BLACK DIAMOND

A FILE FOR EVERY PURPOSE

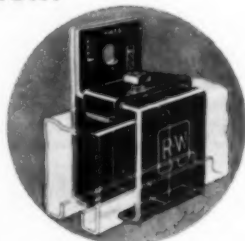
R-W
Blue-Streak
 Door Hangers
 with
Oilite Bronze Bearings



Self-Lubricating FOR SMOOTH,
 SILENT, LONG-LASTING OPERATION!

Once installed, you *never* have to oil the Blue-Streak Door Hangers. The famous Oilite Bronze Bearings are self-lubricating. They give better, smoother operation for years.

Blue-Streak Hangers are recommended for doors 1 3/4" to 2 1/4" thick. Properly mounted, they give trouble-free service *three times longer* than roller bearing hangers in all types of installations and under the most severe climatic conditions. For further information and details, write the R-W office nearest you.



The perfect combination — R-W Blue-Streak Hangers and R-W "Lock-Joint" Trolley Track. The patented "Lock-Joint" method of supporting and coupling track insures tight treadways plus the smooth, silent operation advantages of a jointless track.

Richards-Wilcox Mfg. Co.

"A HANGER FOR ANY DOOR THAT SLIDES"
 AURORA, ILLINOIS, U.S.A. Branches in all principal cities

SLIDING DOOR HANGERS & TRACK • FIRE DOORS & FIXTURES • GARAGE DOORS & EQUIPMENT
 INDUSTRIAL CONVEYORS & CRANES • SCHOOL WARDROBES & PARTITIONS
 ELEVATOR DOOR OPERATING EQUIPMENT



1880

1952

Reg. U. S. Pat. Off.

OVER 72 YEARS

KING'S CHRISTMAS CATALOG

1952-53 SEASON



NOW OFF THE PRESS!

King's 1952-53 Christmas Catalog is loaded with the fastest selling, better profits, Christmas Season Merchandise . . . Ask your King Hardware Salesman for your Copy or write direct to

KING HARDWARE COMPANY

490 MARIETTA ST.
ATLANTA, GA.

FIRE HARDENED HANDLES

Last Longer—Feel Better—Sell Faster



FIRE Hardened Handles on True Temper Tools last longer because a high temperature flame seals the grain and hardens it—water cannot enter the seared surface—snow and ice will not stick to it—termites and other wood-destroying insects will not touch it.

Fire hardening produces the best-to-use finish because it equals the hand-rubbed "spit" finish produced by the friction of calloused hands. The beautiful brown color of True Temper Fire Hardened Handles is more than skin deep because it's burned in and polished—no paint or stains are used.

There is no other type of finish on tool handles that even remotely approaches the practical value, utility and beauty of True Temper's Fire Hardened Finish. True Temper Corporation, Cleveland 15, Ohio.

TRUE TEMPER

FIRE HARDENED HANDLES SUPPLIED ON HAMMERS • AXES • SHOVELS • STEEL GOODS
HATCHETS • SHEARS • HEAVY GOODS

Everything's under Control!



MCKAY

A good name for
good chain!

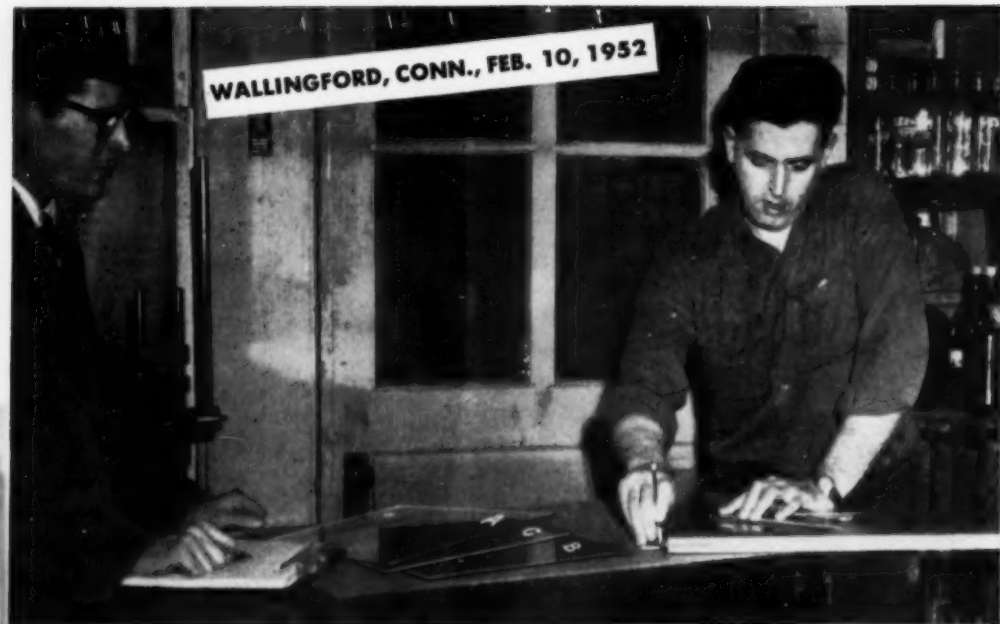
Since 1881

Large or small, light or heavy—you sell them *all* when you handle the McKay line. "There's a McKay Chain for every use" . . . from hoist, block and sling chains to dog, log and tie-out chains. Stock McKay . . . it's the complete chain line!

THE *McKay* COMPANY

442 MCKAY BUILDING • PITTSBURGH 22, PA.

WALLINGFORD, CONN., FEB. 10, 1952



...ANOTHER DEALER TAKES "BLINDFOLD TEST"...FINDS L-O-F GLASS EASIEST TO CUT



Dealer Oryle Lacourciere says:

"I found the brand marked D much easier to cut than the other brands!"

Four brands of single strength window glass, identified only by a letter crayoned on the corner, were cut by Mr. Lacourciere of J. Lacourciere Co., wallpaper, paint, and glass store in Wallingford, Conn.

"Brand D was a lot easier to cut", he said. "The cutter just eased along and I didn't have to exert any pressure at all to break the glass off nice and clean. It wasn't brittle or grainy like a lot of glass."

Brand D was L-O-F Window Glass.

When there's such a difference in cutting small pieces (the test lights were 12" x 16"), think what L-O-F's easier cutting means when you're working with *bigger* sizes, cutting close to the edge, or making a curved or angle cut. Like other glass dealers, you'll have fewer crooked breaks, less waste, less trouble, more profit. And almost anybody in the store can cut it.

L-O-F's *slow annealing*, or cooling, is the reason L-O-F Window Glass is less brittle and easier to cut. It takes more time in the L-O-F plant, but it saves you time and money.

Try The Test Yourself! Get some L-O-F Glass from your Distributor, cut it and compare it with any other brand of window glass. You'll see *why* you'll get *less* waste . . . *more* profit . . . if you specify L-O-F whenever you order window glass. Libbey-Owens-Ford Glass Company, 7162 Nicholas Building, Toledo 3, Ohio.



LIBBEY-OWENS-FORD *the easy-to-cut* **WINDOW GLASS**



Lowe Brothers NEW *Stylist Colors!*



ANSWER TO A
PAINT DEALER'S
DREAMS



At last . . . a complete, practical, consumer-appealing paint color mixing system, developed with the dealer in mind! Lowe Brothers **Stylist Color** system offers a broad choice of modern, wanted decorator colors. No mixing for you to do! No worry about extra charges! No time and material wasted while trying to achieve special colors!

The attractive, compact Color Planner unit shown above displays the complete array of **Stylist Colors**. One glance reveals the colors your customers want! Includes a clever **Color Selector** that gives fool-proof

basic color plans. Allows you to offer **free personalized service**. All these features taken together make this the fastest sales clincher in the paint industry today!

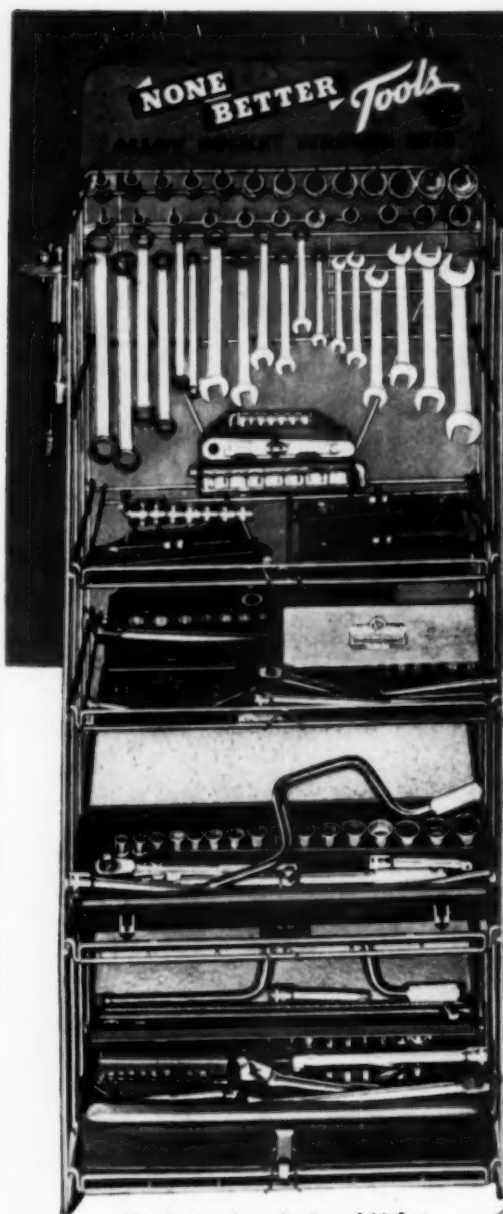
Backed by a Great National Advertising Program!

Powerful ads in *Life* magazine, *Saturday Evening Post*, *Better Homes & Gardens*, *American Home* and *Sunset* are telling many millions of consumers the great **Stylist Paint Color** story this Spring!

In short, **Stylist Colors** have the quality, consumer appeal, and aggressive advertising support that assure quicker sales, greater turnover, happier customers, **bigger profits!** Get the full story about **Stylist Colors** and the many other salesworthy, consumer-preferred products in the high quality Lowe Brothers line. Write today, without obligation.

The Lowe Brothers Company • Dayton 2, Ohio

Lowe Brothers PAINTS ★ VARNISHES



Ten Sets and a selection of 90 fast-moving Tools . . . an eye-catching Hand Tool department occupying only two square feet of floor space.

*Rack Up
Tool Profits*

WITH THIS
**NONE
BETTER**
TOOL DISPLAY
RACK

**IT SELLS SETS • DRIVE TOOLS
SOCKETS AND WRENCHES**

Tool Department, cafeteria style . . . where your customer sees it — wants it — buys it! Here's the modern SALES tool to win Tool buyers to your cash register . . . a comprehensive stock of fast-moving Tool Sets — 5 low-cost carbon steel and 5 alloy steel Sets and the most sales active $\frac{1}{2}$ " and $\frac{3}{8}$ " Square Drive Tools and Sockets, plus Box End, Open End and Combination Wrenches. Rack up bigger sales and profits with this NONE BETTER Display Rack! Write for the complete details.

**NONE
BETTER**
Tools

THE NEW BRITAIN MACHINE CO., NEW BRITAIN, CONN.

Southern HARDWARE

Hardware and Allied Lines—Farm Operating Equipment

Vol. 121

June, 1952

No. 6

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SOUTHERN HARDWARE for JUNE, 1952

Handy Coils

YOUR CHOICE OF
MANILA OR SISAL



Boost Rope Sales This Modern Way

It's Handy Coils for extra sales—impulse sales! They're packed in a display box to sell rope right from your counter. They boost small rope volume—boost large rope volume. And Handy Coils cut your selling costs. You sell more—make more! Handy Coils are mill fresh—come to you in factory-sealed boxes. The 100 ft. coils are connected and each box contains approximately 15 lbs. of rope. Both Manila and Sisal types are the very best quality made from the finest fibres obtainable. Four popular sizes—1/4"—5/16"—3/8"—1/2". Rope sales mount up to worthwhile volume when you lead off with Handy Coils.

...AND HANDY TWINES, TOO!

Seven popular "American Brand" Jute Twines are packed in Handy Boxes. They have the same sales advantages as Handy Coils. You'll sell lots more twine with Handy Boxes. Use this coupon to get complete information and delivery schedules.



American Manufacturing Co.

Noble and West Sts., Brooklyn 22, N. Y.

Please send complete information about

Handy Coils. ☐ Manila ☐ Sisal ☐ Handy Jute Twines

Name _____

Company _____

Address _____

City _____

Zone _____

State _____

American Manufacturing Company, Brooklyn 22, N. Y.

Rope • Twine • Oakum • Packing • Carpet and Electrical Yarns
Branch Factory: ST. LOUIS CORDAGE MILLS, ST. LOUIS 4, MO.

Sales Offices: Boston • Chicago • Houston
New Orleans • Philadelphia • San Francisco



Wage Controls OPDS, REGULATIONS, PRIORITIES

Lifting of Credit Curbs Seen as Boon to Business

FOLLOWING REPEATED rumors of a break in the controls front, the Federal Reserve Board, in early May, suspended controls on installment credit purchasing, but at the same time recommended that Congress continue its authority to reinvoke credit curbs should there be a sharp return of inflationary pressures.

The scrapping of Regulation W was viewed with mixed reaction, but members of the automotive and appliance industries welcomed the relaxation of credit curbs as a much-needed stimulant to lagging sales.

Regulation W required a 33½ percent down payment for passenger automobiles with a maximum maturity period of 18 months. It required 15 percent down payment and maximum maturity periods of 18 months for nearly all appliances, furniture and floor coverings.

The action followed an earlier ruling by the Board amending Regulation W to exempt from down payment requirements all regulated articles costing less than \$100.

Price Decontrol

Meanwhile, sympathy towards decontrol of prices and materials is building up among numbers of Congressmen, though not a majority portion as yet. NPA has eliminated virtually all control of rubber and a number of lesser important commodities. Restrictions on construction likewise have been eased, with third quarter allotments of CMP materials substantially increased.

On the price front, Ellis Arnall, Director of Price Stabilization, continues to call for the extension of controls beyond the June 30 cut-off date.

In a recent report to a House

banking committee, Arnall stated that "our economy needs the continuing protection of a strong Defense Production Act."

Alternative Pricing Methods for CPR-7.

TWO ALTERNATIVE pricing methods to conform the retail consumer goods regulation more closely with historic merchandising practices were announced recently by OPS.

The methods are intended to meet more completely the problem of fixing ceilings for new shipments of goods which are identical with goods in inventory, but which are received at higher or lower net invoice cost.

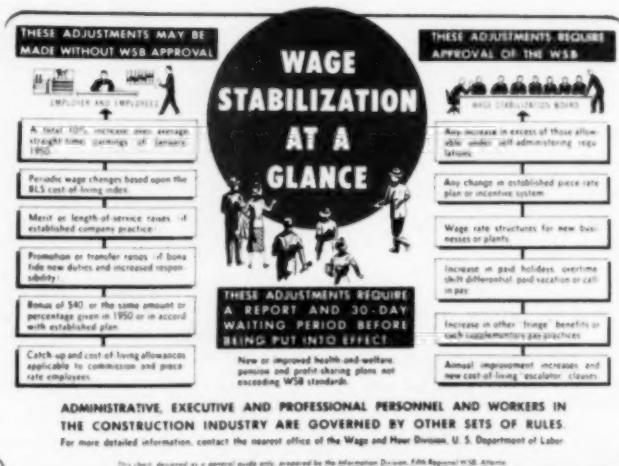
One of these methods—"first in, first out" has already been available to merchants through legal interpretation, but was not written into retail regulation until now.

The OPS action (Ceiling Price Regulation 7, Amendment 18, effective April 5, 1952) has no effect on the general level of retail ceiling prices, the agency said. It is necessary because changes in prices by manufacturers and wholesalers result in deliveries of identical merchandise at varying net invoice costs.

The retail regulation governs only the percentage markups which merchants apply to net invoice costs.

Thus, for example, in a single sales line of shoes or shirts and, at the same time, a retailer may be required to set different ceiling prices on size or color selections, dependent upon when the goods were received.

Both of the alternative methods
(Continued on page 60)



As a general guide to current wage regulations and procedures, the chart above was developed by the fifth regional Wage Stabilization Board in Atlanta, Ga. Not every vocation is covered by wage controls, and where detailed information is desired the nearest field office of the Wage and Hour Division, U. S. Department of Labor should be contacted.

EAVESDROP!

You'll hear 'em all talk
about these gutters they take
home and put up themselves!

REYNOLDS *Lifetime* ALUMINUM GUTTERS AND DOWNSPOUTS



Ogee and
Half-Round,
smooth or stipple-
embossed finish

MAIL
THIS COUPON

Rustproof gutters that cost less, look best, go up without soldering, never need painting!

Aluminum's light weight makes these gutters easier to handle . . . for you, and for your customer. They're a take-home deal. And they attract the buyer on sight . . . whether it's a full stock display or Reynolds handy small-section counter display (write for details on this).

You'll want to keep this fast-selling item going as strong as you can, even though military demand for aluminum now limits civilian supply. Keep checking your jobber. Mail the coupon.

Reynolds Metals Company, Building Products Division, Louisville 1, Kentucky.

Reynolds Metals Company, 2026 So. Ninth St.
Louisville 1, Kentucky

58-6

Please send me full information on

- | | |
|---|-----------------------------------|
| <input type="checkbox"/> GUTTERS AND DOWNSPOUTS | <input type="checkbox"/> NAILS |
| <input type="checkbox"/> REFLECTIVE INSULATION | <input type="checkbox"/> FLASHING |

Name

Company Name

Address



REYNOLDS ALUMINUM

Tune in every Week . . . "The Kate Smith Evening Hour" on Television—NBC NETWORK

Business Trends

AND PRICE CHANGES

Retail Trade Still Lagging; Threat of Inflation Curbed

WITH RETAIL TRADE lagging and prices soft at virtually all levels of trade, there is little worry now about inflation. That threat appears ended, and unless the steel unions are successful in their bid for higher wages, it is likely that prices will dip a bit further. Prices already are back to levels of late 1950.

Retail sales strengthened in January and February but were off slightly in March, failing to take the expected seasonal upturn. Consumer demand for goods is sluggish and there has been no noticeable letup in consumer sales resistance. All consumer goods are in adequate supply from manufacturers to retailers, with supplies expected to continue ahead of demand.

The result of this is further pressure for the removal of controls on prices. The removal of controls, in the opinion of many retail groups, would not result in any important increase from present levels.

The suspension of credit regulations may give a needed boost to business, particularly to the automotive and appliance fields. However, despite the longer installment terms available, consumers may continue to resist prices while paying off purchases made during the rush for goods following the outbreak of war in Korea.

Industrial activity failed to show the usual seasonal increase in April leaving many manufacturers pessimistic concerning the outlook for business during the remainder of the year.

Despite this pessimism, the Department of Commerce looks for a gradual advance in business activity. Government spending for arms and business investment in plants and equipment will tend to keep total output high.

Meanwhile, personal income, stable at the moment, is on a high level and total employment continues strong. These two factors would seem to indicate continued healthy retail trade.

Hardware Sales Reported Under 1951 Levels

TOTAL SALES by the nation's independent retailers in February averaged 2 percent under January of this year and 6 percent less than in February 1951. For the first two months of 1952, sales were 10 percent less than in the corresponding period of 1951.

Where increases in sales were reported the gains usually involved soft lines. In practically all instances hard lines showed at least small declines in sales.

In comparison with the national sales average for all dealers, hardware stores in February showed a one percent increase in sales over January of this year. Sales, how-

ever, were down 12 percent in February in comparison with a year ago, and for the first two months of the year were 15 percent under the first two months of 1951.

Sales by farm equipment dealers looked somewhat better. February sales were 4 percent above the 1951 month, and 9 percent above January 1952. For the first two months of 1952, sales volume equalled the corresponding period of 1951.

Personal Income Remains on High Level

PERSONAL INCOME in February was at an annual rate of \$257 billion, slightly less than in January of this year, according to a report from the U. S. Department of Commerce.

The small degree of change, according to the government agency, was in line with the general stability of total personal income in evidence since October 1951. The modest January-February decline stemmed from a reduction in farm income largely offset by small increases in nonagricultural income.

(Continued on page 61)

Geographic Division	% change in sales Mar. 1952 from		3 mos. from 3 mos. 1951	% change in inventories Mar. 1952 from		Stock-Sales Ratio		
	Mar. 1951	Feb. 1952		Mar. 1951	Feb. 1952	Mar. '52	Mar. '51	Feb. '52
U. S. Total Sales	-10	+ 2	-11	- 1	+ 2	178	162	177
Hardware:								
South Atlantic	-18	+ 4	-18	+16	+ 2	289	203	283
East South Central	-20	- 1	-16	+ 2	+ 3	271	213	259
West South Central	-14	+ 2	-19	+ 8	+ 4	278	227	280

Wholesale Hardware Sales and Inventories
(From U. S. Dept. of Commerce Monthly Report)



DEALERS SAY,

LUFKIN

"SELLS BEST"

"CONSTANT DEMAND"

"RECOGNIZED QUALITY"

PLUS FULL PROFITS



**LUFKIN "LEADER" CHROME-CLAD
STEEL TAPE**

Dealers say their customers prefer the high quality Lufkin Chrome-Clad steel tapes because they are accurate, durable, and easy to read. Jet black markings are permanently bonded to the Chrome-Clad steel tape—stand out sharp and clear against the chrome white background. The Chrome-Clad line—a Lufkin exclusive—will not crack, chip, or peel. The rust-resistant metal case is covered with tough, durable, maroon colored Vinyl.



**EASY TO READ
MARKINGS
ON ALL CLASSES**

**LUFKIN RED END
FOLDING WOOD RULES**

Lufkin Red End Folding Rules are demanded by both professionals and home handymen. The features that make these rules smooth-working and long lasting are: exclusive Lufkin patented brass lock joints reduce end play and maintain accuracy; brass strike plates resist wear; durable enamel finish is further protected by tough clear plastic coating; selected straight grain hardwood sections are tough and flexible. Available in a wide range of markings.



SELL LUFKIN TAPES • RULES • PRECISION TOOLS

152

THE LUFKIN RULE CO., SAGINAW, MICHIGAN • 132-138 Lafayette St., New York City • Barrie, Ontario

SOUTHERN HARDWARE for JUNE, 1952

25



Bleloch Named President Of Montague Rod & Reel

WILLIAM C. BLELOCH has been elected president of the Montague Rod & Reel Co., of Montague City, Mass., succeeding Paul J. Johnson, who becomes chairman of the board.

Mr. Bleloch, who has served as vice president of Montague since 1932, joined the firm as a salesman in 1926, rising successively to the posts of sales manager, vice president, and now president. He is also vice president of Ocean City Manufacturing Co.



William C. Bleloch

In the sporting goods business, Mr. Bleloch first was associated with E. K. Tryon Co. After serving as Captain in the army during World War I, he became sales manager of the fishing tackle division of the Winchester Repeating Arms Co.

Milkey Named Treasurer Of Stanley Works

RICHARD E. PRITCHARD, chairman of the board of directors of The Stanley Works, New Britain, Conn., announces the appointment of Walter C. Milkey as treasurer of the corporation, succeeding Louis W. Young, who is retiring.



Walter C. Milkey

At the same time, the election of Emerson H. Burr and Philip H. Pelletier as assistant treasurers was announced. All other officers were re-elected.

Mr. Milkey joined the Stanley Works in 1909 as an office boy. In 1925 he was appointed auditor, and in 1929 he was elected assistant treasurer.

Mr. Burr has been with the organization for 29 years, starting in the cost department in 1923. Since 1929, he has been in the auditing department.

Mr. Pelletier has been with the company for 33 years, starting in the Labor Bureau of The Stanley Works in 1919. Later he was transferred to the cost department, then to the accounting department, and finally to the auditing department, and was elected head auditor of the company in 1941.



Burr

Pelletier

Plans for Atlantic City Hardware Convention .

OCTOBER 12 TO 16 are the dates selected for the annual joint convention of the American Hardware Manufacturers Association and the National Wholesale Hardware Association, at Atlantic City, N. J. As usual, the Marlborough-Blenheim will be the convention headquarters.

The Conference Booth Plan, which was inaugurated at last year's convention, will again be featured, using the Atlantic City Convention Hall. This year the plan will be operated on Monday and Wednesday, October 13 and 15, from 2 to 5 P.M.

Paul C. Nicholson, Jr. to Head Nicholson File Co.

PAUL C. NICHOLSON, Jr., the great grandson of the founder of the Nicholson File Co., Providence, R. I., was elected president and general manager of the company on April 21, replacing his father, Paul C. Nicholson, who was elected chairman of the board.

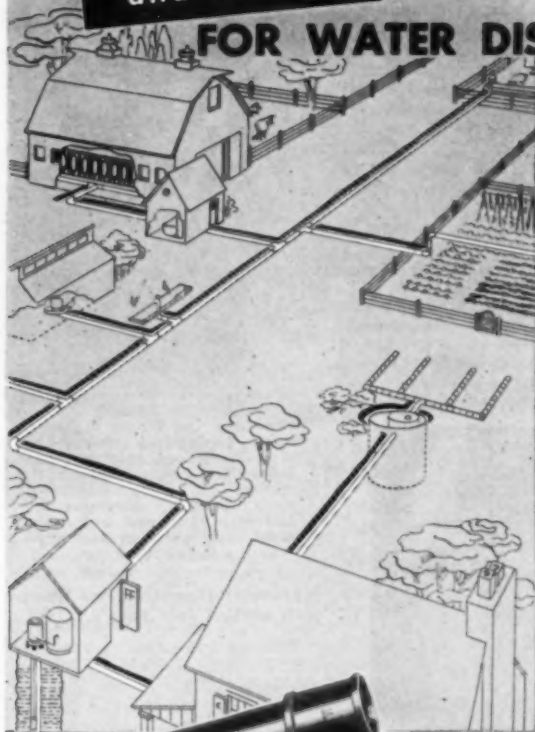


Paul C. Nicholson, Jr.

The new president becomes the fourth consecutive generation to actively head the company, founded in 1864. Following his graduation in 1940 from Yale University,

Yardley Plastic Pipe and fittings

FOR WATER DISTRIBUTION SYSTEMS



Here's the pipe that's revolutionizing water transmission. No wonder, because Yardley Plastic Pipe:

- ... won't rot, rust, corrode.
- ... weighs $\frac{1}{8}$ as much as metal.
- ... cuts installation costs up to 60%.

Engineered for every cold water use . . . drinking water or corrosive liquids; suction or discharge; wells, distribution lines or disposal systems. Resistant to damage from animal wastes, acid and alkaline soil. Smoother walls decrease build-up of bacteria-bearing film.

Yardley Plastic Pipe is made of both rigid and flexible materials in a full range of pipe and tubing sizes $\frac{1}{8}$ " through 6". Complete line of standard fittings and adapters.

For easier storage, handling and installation . . . for lower cost and longer life . . . investigate Yardley Plastic Pipe.

a type for every purpose:

- M2** > for use with double-pipe jet pumps and general distribution systems.
- G/P** > for natural or manufactured gas and water service lines.
- M6** > for lateral runs, septic and field drainage.

SEND FOR LITERATURE



Y

YARDLEY PLASTICS CO.

Dept. S, 142 Parsons Ave., Columbus 15, Ohio

INDUSTRY NEWS (Continued from page 26)

he entered the Naval Reserve. Upon receipt of his commission as an ensign in 1944, he joined the Nicholson File Co. to undergo a thorough course of instruction in all departments of the plant and office.

After serving on active duty with the Naval Reserve from July, 1941, to 1945, he returned to the company to complete his training and assume executive duties. He was elected assistant secretary in 1942, a director in 1947, and secretary in 1948, the office which he had held until the present time.

The new chairman of the board, Paul C. Nicholson, had been president and general manager for 13 years. He became associated with the company in 1911 upon his graduation from Yale University. He was elected a director in 1912, vice president in 1913, and treasurer in 1915. Upon the death of his father, Col. Samuel M. Nicholson in 1939, he was elected to the presidency and general manager-ship.

SSIRCO Opens New Tampa Warehouse

SOUTHERN STATES Iron Roofing Co., Savannah, Ga., opened its new 20,000 square foot wholesale warehouse in Tampa, Florida on March 12. Helping celebrate the occasion with an all-day Open House were large numbers of dealers, contractors, and civic leaders. Also present were a number of representatives of nationally known manufacturers, whose products SSIRCO distributes.



Tampa is not a new location for SSIRCO. The company established a warehouse there in June, 1950, but the new and larger warehouse was necessary to serve its rapidly growing trade in that area. It will carry a broader line of sheet metal and building material products.

R. F. Thompson, Ralph K. Dillard, and Ed E. Moore are sales representatives in the Tampa area.

L. J. Keeler Retires from G & B Sales Post

A SALESMAN for the Gilbert & Bennett Mfg. Co. of Georgetown, Conn., for almost 56 years, Lewis St. J. Keeler has announced his retirement, effective April 1.



Lewis St. J. Keeler

Best known since 1920 by the hardware wholesalers in the Southeastern states, his sales work with G & B began in 1896 with the New England states, later including eastern Canada.



We're headin' for the wide open spaces
no where
119 Robinson Place
San Antonio 9, Texas
Come see us.
Virginia and Walter Siegmund

National Housewares Show Scheduled for July

DEMAND FOR SPACE in the July 1952 National Housewares Exhibit has exceeded the supply, and the Atlantic City Auditorium is once again booked to capacity, according to A. W. Buddenberg, executive secretary, National Housewares Manufacturers Association.

The exhibit will open Monday, July 7, and continue through Friday, July 11, show hours will be 9 a.m. to 5 p.m., with the exception of the closing day, when the exhibit will close at 2 p.m.

An estimated 7,000 to 8,000 buyers from this country, Canada, and abroad are expected to attend the displays of 520 exhibitors. It will be the 17th annual exhibit operated by the NHMA and the 11th consecutive show which has been consistently oversold.

The exhibit again will utilize every available square foot on both levels of the large seaside exhibit hall. The 520 exhibitors will occupy 820 booths, covering more than 129,000 square feet of floor space.

(Continued on page 64)

NEWS! WARM MORNING Goes on NBC



I'm Goin' Back To The Wagon,
Boys . . . Goin' To Put On My
WARM MORNING Sellin' Shoes!

The DUKE of PADUCAH
And Stars of
GRAND OL' OPRY
STARTING... **Aug. 16**

Moon
Mullican

Annie Lou
And Danny

Helping You Sell WARM MORNING Heaters!

Paw Always Told Me to let folks in on good news, and I've really got some! Me and Moon Mullican, Annie Lou and Danny and The Warm Morning Boys are all set to tell right around ten million people about Warm Morning Coal Heaters and Gas Heaters! Oh, man! That means there's going to be hundreds of prospects hearing us, for every dealer in our listening area!

I Don't Want To Sound Braggy, but those folks are goin' to high-tail to your place and say, "Let's see one of those Warm Mornings The Duke is always talking about!" Yes sir, we're going to be on NBC during your best selling months—and folks will be buying Warm Morning Coal Heaters and Gas Heaters from you like you never did see!

Pick Out The NBC Station In Your Area —
And Tell Your Neighbors To Listen In!



Oh, I 'Most Forgot—Ernest Tubb, Cowboy Copas, Hank Snow, Jimmy Dickens and a passle more are all set to be guest stars! There'll be a different one every week to help us sell!

I Don't Need To Say that you'd better have a big stock of Warm Mornings ready—Shucks, you already know that! But it might be a right smart idea to sort of count over and make sure you have enough!

WLW	Cincinnati, Ohio	WVOW	Logan, W. Va.
WIRE	Indianapolis, Ind.	WLS	Berkley, W. Va.
WDAF	Kansas City, Mo.	WBLK	Clarkburg, W. Va.
WOPF	Bristol, Tenn.	WWS	Bluefield, W. Va.
WAVE	Louisville, Ky.	KDAN	Pittsburg, Kan.
WRPT	Kingsport, Tenn.	WDRG	Richmond, Va.
WSM	Nashville, Tenn.	WSDW	Terre Haute, Ind.
WSA	Harrisonburg, Va.	WNBT	Charlotte, N. C.
WSLS	Reno, Va.	WSB	Atlanta, Georgia
KSD	St. Louis, Mo.	WBBC	Birmingham, Ala.
WVVA	Martinsville, Va.	WRDL	Knoxville, Tenn.
WCKV	Charleston, W. Va.	WNC	Memphis, Tenn.
WPOV	Pulaski, Va.	WGBF	Evansville, Ind.
WREX	Lexington, Va.	WSJB	Winston-Salem, N. C.
		WDRN	Ronceverte, W. Va.



Get Ready for the sales-and-profits opportunity this new Warm Morning Show is creating for you! Stock up on Warm Morning Coal Heaters with the patented Firebrick Interior... Warm Morning Gas Heaters with the exclusive "Heat Ramp"!

LOCKE STOVE COMPANY



**Keep after
this brand**



**with its little
"trade" man**



**famous to
so many people**



**for so many
good reasons!**



They're worth waiting for! (Though today's shortages have made them scarce, the situation is improving.) Keep identifying your store (with the popular, practical Bassick display) as headquarters for Bassick "Diamond-Arrow" and "Diamond-Dart" casters and rubber cushion glides. First in customer preference and satisfaction. **THE BASSICK COMPANY, Bridgeport 2, Conn. In Canada: Belleville, Ont.**



Bassick

MAKING MORE KINDS OF CASTERS

MAKING CASTERS DO MORE

**STEWART
SW
WARNER**

WHOLESALE NEWS

Randolph Watkins, Veteran Hardware Man, Passes . . .

RANDOLPH WATKINS, 91, chairman of the board of directors of the Watkins-Cottrell Co., Richmond, Va., died April 27 in Richmond.

He had been in the hardware business in Richmond for more than 70 years, retiring from active participation in the company's affairs some 20 years ago. The company, of which he had retained the board chairmanship, was a successor to Cottrell, Watkins and Co., which had been in business in Richmond since before the Civil War.

Mr. Watkins is survived by his widow, a sister, and one brother.

Higginbotham-Pearlstone Names Higdon to New Post

OTIS HIGDON has been appointed buyer and manager of the housewares department at Higginbotham-Pearlstone Hardware Co., Dallas, Texas, according to an announcement by O. H. Mann, vice president.

In recent years, this department was managed by Frank Edwards, who will continue with the company as buyer and manager of the heavy hardware department.

Mr. Higdon joined Higginbotham-Pearlstone on April 15, 1952, after having been associated with Amarillo Hardware Co., as housewares buyer.

Wimberly-Thomas Expand Warehouse Facilities . . .

PLANS FOR construction of additional warehouse space were revealed in a recent announcement by Wimberly & Thomas Hardware Co., Birmingham, Ala., that it has acquired the northeast corner of Second Ave. and 18th St.

The newly-acquired property (Continued on page 62)

Plenty of Brass in this Candidate



Plenty of fixin' went on to build up this side walk political rally in the display window at Bailey-Milam, Inc., hardware wholesalers in Miami, Fla. The jugheaded candidate at left is growing hoarse from his spouting oratory, but if elected it's a good bet he will soon go to pot. His enraptured listeners, as might be expected, have all been rigged. But then they're just a bunch of mugs anyway. Chief "fixer" in this political deal was Robert Gatliff, display manager for the company who "got the idea from looking at some of these candidates when they are talking."

when they talk
"mow" it's

HOMKO



Reel Type
and Rotary

**power
mowers**

and Lawn Sweepers



Power mowers are America's fastest growing profit opportunity for you. Be sure to make every lawn mower and lawn sweeper sale high profit units, high profit sales. When they talk "mow," be sure to say "HOMKO Power Mowers."

They are the finest line built, greatest in demand, nationally known and nationally advertised. Get the details of the big 1952 campaign in 15 powerful magazines telling 45 million readers, month after month, about the HOMKO Power Mowers and Lawn Sweepers, mat service and merchandising display aids. Enjoy continuous sales. Stock HOMKO! Talk HOMKO! "Power" is the way they'll mow—sell HOMKO.

**Nationally Advertised to
45 Million in 15 Big, Powerful
Magazines**

**Powered By Nationally
Known, Easy Starting,
2 and 4 Cycle Gas Engines**

New Reel Type Mowers
— available in 18" to 30" walking and riding types. Easily maneuverable, sturdily built, finest features today.



Rotary Power Mowers
— available in 16" to 20" gas and electric models.



**Fold Away Lawn
Sweeper**—24" width, extremely large 6 1/4 bushel capacity. Sturdy bumper guard and fold away flat feature.



WESTERN TOOL & STAMPING COMPANY

2725 SECOND AVENUE • DES MOINES 13, IOWA



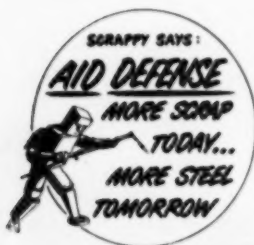
spiral wrapped
single loop

RING your cash register again and again this year with DIXISTEEL Bale Tie sales. There's a big profit in every bundle you sell and farmers are baling more hay and forage than ever before. So make your store headquarters for the bale ties Dixie farmers prefer—DIXISTEEL.

DIXISTEEL Bale Ties are easy to work, yet strong enough to withstand more strain than is ever brought to bear on them. The special Spiral Wrap keeps the bundle in perfect condition, stiffens it and makes it easy to handle. Ties do not become bent or tangled. The bundle is clearly tagged on the end to show the gauge and length of ties.

A complete range of DIXISTEEL Bale Ties is available.

Order now from your wholesaler and be ready for harvest time



ATLANTIC STEEL COMPANY • ATLANTA, GEORGIA



HALF THE NET-- *from floor coverings*

By S. N. Williams

THOUGH floor coverings were originally installed as a sideline at Southern Paint & Hardware Co., Montgomery, Alabama, last year they accounted for one-half the net profits of the entire store. In gross volume, the department accounted for less than one-third.

"It's a good, steady line that has helped attract customers to our store and one which is easily maintained," said J. L. Cooper, who owns and operates the store with his brother, A. O. Cooper. "During slack months, our floor coverings department realizes a volume of approximately \$2,000, and during the months when demand picks

up, volume increases to approximately \$3,500. When the coverings are installed by us, they carry a 100 percent markup—and that is what makes them profitable!"

To serve the many floor-covering customers who require installation jobs, the store employs two men, sometimes three, who do nothing but install floor coverings. These men are paid \$45 weekly. The department manager receives a commission, above salary, for all floor coverings sales. When a customer considers installing new floor covering, she visits the store and selects her pattern and material. The store immediately sends



J. L. Cooper helps customer select floor coverings from a sample book. Sample squares of various colors and designs cover department's counter.

After selecting her floor covering a customer visits the paint display where A. O. Cooper helps in choosing correct color from chart.



Comfortably seated at the convenient desk, a customer studies the wallpaper display and looks through the sample book for a design to match her floor covering and paint selection

out to make an estimate of the cost and then the installation men go to work.

Selling the customer on the cost of a complete job has been only a minor problem for the store thus far. She is offered 90 days in which to pay for the job—a regular charge account status. If this time limit is not sufficient, the Federal Housing Administration readily finances the work, and the customer may make monthly payments for a longer period of time, directly to the FHA office.

A wide selection of asphalt tile, plastic covering, linoleum, tile, and a small inventory of carpets is handled in the floor covering department. All samples of the store's entire tile line, and over 25 samples of asphalt, are displayed for the customer's easy selection. A book, showing the coverings which Cooper can offer but which he does not carry in stock, is a handy reference, should the customer desire a particular design, pattern or color not displayed. However, Cooper prefers to have as many samples on hand as possible, for "books are not a good salesman sometimes," he said. "They don't run true to color, and they can mislead the customer. For this reason, we like to have a large array of samples on hand."

The most popular line in the department is plastic covering, which appeals to many home-owners because they can install it them-

selves, with the aid of a roller. The store usually loans, or sometimes rents, a roller to such customers for a short period of time, if conditions warrant.

Linoleum also is popular and a good year-round item, Cooper pointed out. And a large inventory is maintained. However, asphalt tile styles and designs change, and some designs are good for only nine or 10 months. To avoid being caught with a large supply of "dead" merchandise on hand, he orders asphalt tile covering directly from the local warehouse as it is needed. This policy also gives him the advantage of promoting new and popular designs as they are introduced, rather than trying to push "dead" merchandise off on a style-conscious customer.

Source of Sales

Approximately 90 percent of the floor coverings sold go to homeowners, with the balance going into industrial or commercial buildings. Many sales are made through contractors, who also purchase paint and wallpaper at the same time, for various types of construction jobs.

Though it handles a large volume of business and offers a wide selection of floor coverings, the department consists only of a single counter, near the front entrance and adjoining the paint and wallpaper displays. Here, it serves

a dual purpose—it immediately attracts the customer entering the store, and it helps to promote wallpaper and paints. There, three lines occupy approximately one-half the entire store, which is partially divided by a partition running from back to front, and tend to promote each other.

On the single floor-coverings counter are square samples of various coverings, placed end-to-end to form a colorful surface on the counter top. Smaller samples of tile are arranged on counter display stands for easy selection.

Firm believers in departmentization, the Coopers opened this section of the store in September, 1946. Sales jumped immediately, Cooper pointed out. "This was astonishing," he said, "because sales in all our departments benefited from the addition. Departmentization is important, and we now have devoted a small section to every line."

The floor coverings department was first installed on a trial basis. "We needed new and different lines to compete with chain and mail-order houses," he said, "and we considered floor coverings an allied line to our hardware merchandise. It has more than justified our efforts."

Floor coverings are a natural supplement to wallpaper and paints—and vice versa. In fact, sales in these three adjoining departments are often tied-in. The floor-covering customer, after selecting her floor design, is apt to inspect the paint and wallpaper displays. Wallpaper is displayed on a multi-tiered rack, with a small table and chair provided, so that the customer may sit down while selecting a pattern, or perhaps thumb through the sample book of designs not shown on the display rack. Paints are neatly stacked in wall shelves. A color chart is handy for the customer's convenience in matching wallpaper, floor covering, and paint.

Displayed in a nook directly behind the floor coverings counter is a neat, small selection of waxes and polishes. These items have developed into a profitable and substantial volume line, for they are promoted right along with the coverings. When the installation men complete a floor covering job in a home, they leave behind a small pamphlet explaining the care and maintenance of the covering and pointing out that the proper materials are available at
(Continued on page 38)

Charles F. Seeger, right, co-owner of Seeger & Co., goes over a customer's house plans and helps him select builders hardware needed. Seeger has developed sales of this line (\$150,000 gross in 1951) by close contact with customers and by being on the alert for new construction activity in the community. Company has three outside salesmen calling on architects, builders, and contractors. Consistent advertising supplements salesmen's activities



\$150,000 annual volume from --

Annual sales of builders hardware reach \$150,000 as a result of their sales planning

BUILDERS HARDWARE

SALES OF BUILDERS hardware account for a major share of total volume for Seeger & Co., hardware dealers in Frederick, Maryland. In 1951, sales in this department climbed to a gross of \$150,000.

Charles F. Seeger, co-owner of the company, gives credit for this impressive volume to a policy that

he has followed over the years: close personal contact with prospective customers, an awareness of construction activity and the resulting opportunities for sales of builders hardware, and training in reading plans and blueprints.

In declaring 1951 to be his biggest year yet in sales of builders hardware, Seeger said:

"When you're in meetings, on the streetcar, at your club or lodge, or in a movie, keep your ears open to talk around you. Someone is sure to be discussing the building of a house or talking about house plans he is drawing up. Drop him a note and make an appointment to see him evenings, or Sundays, or whenever it is convenient for him. Send him a home catalog on hardware and tell him you want to give him the benefit of your experience, that you would like to go over his house plans with him."

The personal approach used by Seeger today is no different from that used over the years, though such aids as reports on home building permit applications are employed.

"Suppose someone comes into your store and points to one of the front door lock sets and inquires about its price," said Seeger, whose company furnishes builders hardware for commercial, industrial and institutional construction, as well as residential. "You don't stop at selling him that lock off the shelf. You inquire where it is going, whether the back door, bathroom and bedroom doors have been keyed; you inquire about the cir-

(Continued on page 52)



Seeger, right, and customer examine a variety of lock sets. The company's \$50,000 inventory assures customers representative selection



What you should know about

Insect Wire Screening

No. 3 in a series

Retail Display

THIS PHASE of merchandising window screening can be treated here only in an academic way. With new types of wire screening coming on the market, it isn't enough to just keep a few wrapped or boxed rolls standing out on the floor. People want to see the screening itself, and above all, they want to feel of it. By the time half a dozen prospective customers have bent down the corner of a roll of wire screening to feel its texture, a dog-eared, unsightly roll is the inevitable result.

It would be smart to keep a few sizable cut pieces handy where customers can pick them up and test their snap and rigidity, look through them for comparative freedom from obstruction to clear vision, and hold a match or cigarette to them if they want to, to test their resistance to sparks from bonfires and open fireplace chimneys. All of those factors are important and the customer is entitled to see for himself what it is he is buying.

Short corner segments of wooden screen frames, to show the various types of joints, open mortise and tenon, blind mortise and tenon, half-lap, and mitre, with corner irons properly affixed, would interest home-workshop operators and spur them on to do that kind of work on their own screen frames. Leaving the mortise and tenon joints unglued, so the customer can take them apart and see how they are made, may result in the sale of a couple of chisels, or a bit-stock and $\frac{3}{8}$ " bit; a dove-tail saw for cutting tenons, or a back saw, rip saw, or cutting-

It is not enough to have a few rolls of screening tucked away in the rear of the store. Customers want to see and examine what they are buying. In short, careful displays sell more wire screening!

By Ralph W. Bacon

**Secretary
Insect Wire Screening Bureau**

off saw. The possibilities in that direction are worthy of careful consideration.

Out of Season Selling

The first warm days of spring undoubtedly mark the time when wire screening should be displayed prominently in retail stores. But the possibilities of selling screening during the late winter months, January to April, should not be overlooked. Those are the months when forehanded householders with home workshops might welcome a suggestion that they ought to be getting at those new screens so they will be ready to use when fly-time comes. It means profitable out-of-season sales of wire screening and maybe saws, planes, hammers, sandpaper, brads, tacks and paints which are also essential to such jobs. (Also, there are replacement sales of screening the year around, over much of the South.)

Resistance to corrosion, strength and amount of obstruction to the passage of light and air are the main factors to be considered in the selection of the best type of insect wire screening for a given installation.

Bronze, aluminum and then galvanized, in that order, unques-

tionably offer the greatest resistance to corrosion. Exhaustive tests and long years of practical experience support that conclusion. Some might claim, with considerable justice, that aluminum comes first and bronze second in resistance to corrosion; the two are so nearly equal in that respect that either, dependent upon a customer's preference, could probably be accorded first place.

Strength is a factor to which there are many angles. Abuse of a screen by subjecting it to an unwarranted steady load, such as carelessly placing a ladder against it, is one "angle." Throwing a baseball against it when it is installed in a window is another. Constant punching of hands or feet against a screen door is still another hazard. Dogs and cats scratching to be let in or out set up an entirely different test of strength. In general, however, galvanized steel screening presents the greatest resistance to fracture or wearing out from any of these causes. Bronze would probably come next, then aluminum.

In obstruction to the passage of air, laboratory tests show that 18x14 mesh .011" bronze cuts off the least air, 16x16 bronze is next

best, then 18x12 bronze, 16x16 aluminum, 18x14 galvanized and 16x16 galvanized, in that order of succession. When the tests were made upon which these conclusions are based, aluminum screening in 18x14 mesh was not available. Had it been, it seems logical to conclude that 18x14 mesh aluminum would have come out ahead of 16x16, but still higher in air passage obstruction than the 18x18 bronze.

Cutting down of light is as much a question of coloring or finish of the screening as it is one of size of opening and kind of metal. A bright finished metal screening such as aluminum and galvanized steel will reflect light into a room; bright new bronze screening will too, but bronze will lose its bright coloring more quickly than either of the other two upon exposure to the weather.

The amount of obstruction to clear vision through a screened window is akin to, but not exactly the same as, obstruction to the passage of light. No reliable means of measuring the obstruction to clear vision has ever been devised. When sample panels, however, are placed side by side in a wide window and then tested by eye, first preference seems to rest with bronze, then galvanized, and lastly, aluminum. The heavier wire in aluminum screening, it should be borne in mind, results in a smaller mesh opening, which naturally would cut down on visibility through it, just as it will cut down on the passage of air, but not necessarily on the passage of light. Due to the light color of aluminum, the smaller mesh opening in aluminum screening might reflect even more light and result in a brighter interior than would emanate from the slightly larger mesh opening in weathered bronze screening.

From the foregoing, it will readily be seen that no one type or kind of screening, metal or otherwise, can be "all things to all people"; in other words, the "best." An intelligent weighing of all of the factors which have been discussed here will do more to insure satisfaction of a customer than haphazard selling of something merely because it is new, or is getting a big advertising "play." Facts are facts and the truth is not always emblazoned in the biggest printers' type, nor in the noisiest oral discourse on the alleged superiority of any hardware store item.



People want to see the screening itself and above all want to inspect it closely. It is wise to keep a few sizable cut pieces handy so that customers can test their snap and rigidity, compare freedom from obstruction and test the resistance of the material to sparks

Standard for Wire Screening

COMMERCIAL STANDARD 138-49
for
INSECT WIRE SCREENING
(Official Text)
(As Amended December 28, 1949)

1. PURPOSE

1.1 The purpose of this commercial standard is to provide a nationally recognized standard of quality for insect wire screening, and to promote fair marketing practices and a better understanding between manufacturers, distributors, and users of insect wire screening. It will also assist ultimate users in determining what sizes and types of insect wire screening are standard with the industry.

2. SCOPE

2.1 This standard gives the nomenclature, definitions, and general requirements for commercial standard insect wire screening designed and woven primarily for installation in or on any dwelling, building, or structure, for the purpose of preventing the ingress of flies, mosquitoes, or other insects. A recommended form for guaranteeing compliance with this standard is included.

3. DEFINITIONS

3.1 Insect wire screening.—16x16,

18x14, and 18x18 mesh woven wire screening (carbon steel, commercial bronze, and aluminum), for protection against mosquitoes as well as flies and larger insects. (See par. 5.1.)

3.2 Galvanized steel wire screening.—16x16, 18x14, and 18x18 mesh carbon steel insect wire screening for protection against mosquitoes as well as flies and larger insects. (See par. 5.1.) The metal used for the coating shall be zinc of at least 98 per cent purity, and the thickness (by weight) of the zinc coating shall be equivalent to at least 5 per cent of the weight of the bare steel wire used in weaving the screening.

3.3 Bronze screening.—16x16, 18x14, and 18x18 mesh commercial bronze insect wire screening for protection against mosquitoes as well as flies and larger insects; woven from wire containing 89 to 91 per cent of copper and the remainder zinc; lead or iron occurring as impurities shall not exceed 0.05 per cent each. See par. 5.1.)

3.4 Aluminum screening.—16x16, 18x14, and 18x18 mesh aluminum insect wire screening for protection against mosquitoes as well as flies and larger insects; woven from aluminum alloy wire equal to, or

demonstrably better, for the purpose, than what is known in the trade as 56S-H392 clad aluminum alloy wire having a minimum tensile strength of 50,000 pounds per square inch.

3.5 Mesh.—Mesh is the width of one opening plus the thickness of one wire; alternatively considered as being the distance from the center of one wire to the center of the next adjacent wire. The technical designation of the mesh count of insect wire screening is the number of meshes per linear inch, counted in the direction of both the warp and the filler wires. When used as a common designation of the "mesh size" of insect wire screening, the word "mesh" is generally accepted as meaning the number of open spaces per linear inch in both warp and filler directions.

4. MATERIAL AND WORKMANSHIP

4.1 All standard wire screening shall be made of high-grade material and with good workmanship. It shall be free from any defects that might affect its serviceability or appearance. Well-made splices not over 1 inch long and showing no tails are permissible at any point of any individual wire, provided, however, that the number of splices shall not exceed 30 in any stock roll nor two splices in any 1 square foot of finished screening.

5. GENERAL SPECIFICATIONS

5.1 Mesh and wire size.—The mesh counts, sizes and kinds of wire, and type or character of finishes for standard insect wire screening shall be as shown in Table 1.

5.2 Widths.—The stock widths of all types of standard insect wire screening shall be 24, 26, 28, 30, 32, 36, 42 and 48 inches.

5.2.1 Widths other than those listed in paragraph 5.2, when made to special order, may be labeled "standard" provided they conform with all requirements for mesh size, wire size, and kind of metal, as elsewhere set forth in this commercial standard for insect wire screening.

5.3 Roll length.—All standard stock rolls of insect wire screening shall be 100 linear feet in length; shall contain not more than two pieces per roll, and no piece shall be less than 10 linear feet in length.

5.4 Mesh count.—Accuracy of mesh count in the direction of the warp or filler wires shall be determined by counting the mesh openings for any interval of 1 continuous linear foot and dividing the result by 12.

5.5 Wire diameter.

5.5.1 Accuracy of the wire diameter of steel insect wire screening shall be determined by computing the average of the measured diameter of not less than 10 warp wires together with the same number of filler wires, taken at random from the finished screening, but with all coating or surface finish (if any) removed.

5.5.2 In commercial bronze and

Table 1.—Standard insect wire screening

Metal	Mesh			Diameter of wire in.	Finish
Steel	16x16	18x14	18x18	0.011	Galvanized
Commercial bronze	16x16	18x14	18x18	0.011	Bright or antique (dark)
Aluminum	16x16	18x14	18x18	0.013	Natural or dark

aluminum insect wire screening the same diameter of wire shall be used for both the warp and the filler, and accuracy of the wire diameter shall be determined by computing separately the average measured diameter of not less than 10 warp wires and of the same number of filler wires taken at random from the finished screening.

5.5.3 For standard galvanized insect wire screening a size of wire may be used for the warp that is different from the size employed for the filler. Such variations in size, however, shall not be excessive, and in all cases the average diameter of warp and filler wires for galvanized steel insect wire screening shall be 0.011 inch. For standard commercial bronze and aluminum insect wire screening, the same wire diameter shall be used for both the warp and the filler: 0.011 inch for bronze and 0.013 inch for aluminum.

5.6 Selvage.—There shall be one or more wires in both selvage edges of all standard insect wire screening.

5.7 Tolerances.—Permissible variations shall be:

- (a) For wire diameters: 0.0005 inch, plus or minus
- (b) For mesh count:
Warp, one-quarter mesh per linear inch, plus or minus.
Filler, one-half mesh per linear inch, plus or minus.
- (c) For width: plus or minus ¼

Half the Net--

(Continued from page 34)

Southern Paint & Hardware Co. This pamphlet is placed somewhere near the installed covering—in a cabinet, on a table, etc.—so that the home-owner will see it. Later she will visit the store to purchase the correct wax or polish for her particular floor covering, rather than trust her old polishes for the job and perhaps damage the covering.

Sales of this line are steady and profitable, Cooper said, for the homeowner returns time after time, as she needs polishes, and is thus susceptible to new displays of merchandise inside the attractive store.

The floor coverings counter, like all other fixtures throughout the

inch.

(d) For length: minus 2 inches.

6. PACKAGING

6.1 Unless otherwise specified, standard insect wire screening shall be enclosed in such standard commercial containers or wrappings as will insure their acceptance by common or other carriers for safe transportation to the ultimate point of delivery, at the lowest applicable rate.

7. LABELING

7.1 The mesh count, size, kind and finish of wire, the length and width of the screening enclosed shall be shown in a conspicuous place, preferably by means of a printed label, on the outside wrapping or covering of each roll of standard insect wire screening.

8. GUARANTEE

8.1 In order to assure the purchaser that he is receiving insect wire screening that complies with the requirements of this standard, it is recommended that the label on each roll carry the following guarantee:

"The manufacturer declares that this insect wire screening complies with all requirements of Commercial Standard CS 138-49, as developed by the trade under the procedure of the National Bureau of Standards and issued by the United States Department of Commerce."

entire store, was designed and made by A. O. Cooper in his home workshop. This meant a considerable savings when the new section was opened, and gives the store a neat, tailored appearance.

Floor coverings receive a large portion of the store's promotion. Large lettering on the side of the building, beside the store's name, calls attention to "Floor Coverings." In addition, the department is promoted twice weekly over a local radio station; and at special times throughout the year, it is advertised in the classified section of one of the local newspapers.

Southern Paint & Hardware Co. is located in the downtown shopping area of Montgomery. Its main entrance is on a corner point, so that steps from two perpendicular sidewalks lead right into the store and into the floor coverings department.

Right, as part of its modernization program, Fort Walton Hardware Co. installed display fixtures none of which exceed 30 inches in height, each having three display levels. Bulky merchandise is arranged on wall displays, where they are plainly visible without obstructing the view of lower displays. Below, the colorful store front, finished in smooth white plaster, has an aluminum marquee which may be lowered over windows to serve as storm shutters.



Remodernization helps win the



TOURIST TRADE

By Robert Latimer

A REMODERNIZATION program designed to produce a store that would "attract the tourist business" has resulted in a steady increase in sales volume for the Fort Walton Hardware Co., Fort Walton, Florida.

Luther Fortune, veteran head of the store, believes in "moving with the times." After many years of operating the neighborhood store in this small northern Florida community, he resolved in early 1950 to develop a store aimed at catching the heavy volume of tourist trade which rolls between Pensacola and Panama City, on either side of Fort Walton.

"We had already reached our peak volume in selling to the local market," he pointed out, "and thus the only reasonable change to expand lay in attracting the thousands of tourists who travel Highway 98 in front of the store. We are located in the center of West Florida's best fishing grounds, and consequently our new store has been aimed at attracting the tourist trade."

Fortune's first step was the col-

orful front, which catches the attention of tourists as they drive through Fort Walton. Instead of using a neon, ceramic, or metal sign, he arranged for the facade of the building to be finished in smooth white plaster, over which is painted a brilliant color "label-

type" identifying sign. A band of rich brown rises from either end of the store front, over the windows, and joins in a huge oval, in which Fortune Hardware Co. is spelled out in gold script on a green background. The facade sign (Continued on page 53)



President Truman once stopped to look at this display of sporting goods. More than 150 items are shown on the five 30-inch fixtures

To impress customers with the fact that they are getting a new set, television receivers are delivered in a factory crate that has never been opened. If the set cannot be adjusted properly in the home, it is taken immediately to the repair shop and a substitute set is installed.

By C. E. Wright



Neighborhood store builds successful



TELEVISION BUSINESS

Consistent promotion, a convenient installment plan and prompt repair service help this suburban dealer sell an average of 40 sets per month

TO BUILD a successful television business, "keep customers happy," says R. L. Thomas, a partner in the McDuff Hardware Co., Jacksonville, Florida.

Though the store's television department was established only two years ago, when a Jacksonville station began televising, its volume has grown to 40 sets a month, and the department ranks second in the amount of volume produced.

Located in a neighborhood area about two miles from downtown Jacksonville, McDuff Hardware Co. reaches out to residents all over the county, with its 300,000 population. This is done almost exclusively by large-space advertising in Jacksonville newspapers.

Although the company sponsors a half-hour television show one night a week, it confines such advertising to household electrical appliances, on the theory that there is not much reason for promoting television receivers to those who already own them. Radio advertising, likewise, is confined to electrical appliances. But the store's large-space newspaper advertising is devoted almost entirely to television.

As a business builder, "keeping customers happy" means the avoidance of practices that have made many set owners unhappy, Thomas said. For instance, McDuff does not offer free home demonstrations. "There is a reason for this,"

Thomas pointed out. "Some set owners have been disappointed to find (perhaps too late) that what they were buying was not a brand new set, but one that already had seen service for demonstrations in other homes."

This competition is met by guaranteeing every set sold. When a set is delivered to a customer, it arrives at its destination in a factory crate that has never been opened. If there is any fault which cannot be adjusted by the usual service, the set is taken away for adjustment at the factory branch shop. And a substitute set is installed immediately, so that the customer is not deprived of television reception while the set is

The television center, located near the front of the store, has average sales of about 40 sets per month. The department ranks second in the amount of volume produced. Employment of outside salesmen has enabled the store to develop this business. Here, R. L. Thomas, a partner in the business, serves a customer



being corrected. If the set cannot be properly adjusted, even by the factory branch, a "loan" set is delivered during the guarantee period.

Prompt delivery of purchased sets also helps keep the customer happy, Thomas said. McDuff installs a television set within two hours after it is sold.

Repair service, promptly made, is still another way of keeping customers happy. Three television service companies, one for each section of the city, are employed by McDuff Hardware Co. The store insists that these companies handle its service requests promptly, so that its customers will not be without reception for any long period. These companies are paid on the basis of the time spent on calls. "We leave it to the service companies to bill us for the time spent," said Thomas. "We know about what each charge should be. We check the bills carefully, and we can spot any over-charge quickly."

This prompt service has helped advertise the store's reputation for being a good place to buy a television receiver, Thomas added.

In addition to the many television prospects who come into the store after seeing its newspaper advertisements, many interested persons call in for information. Many of these prospects live at a distance or are unable to leave small children at home, while they come to the store. Three outside salesmen, all factory-trained television mechanics, make these outside calls, take orders right in the home, arrange for payments, deliver the sets, and adjust them for operation. Subsequent service reports are turned over to the service companies employed by McDuff.

The outside salesmen are paid on a straight commission basis, with drawing accounts of usually \$50

to \$75 a week. The salesmen stipulates his own drawing account, and no one has "gone in the hole yet."

Standard installment terms of 15 percent down and 18 months to pay the balance are offered. Customers are encouraged to bring their payments to the store, and all but a few do so. "We prefer to handle the collecting ourselves, rather than have the manufacturer do it," said Thomas, "because it gives us a large store traffic."

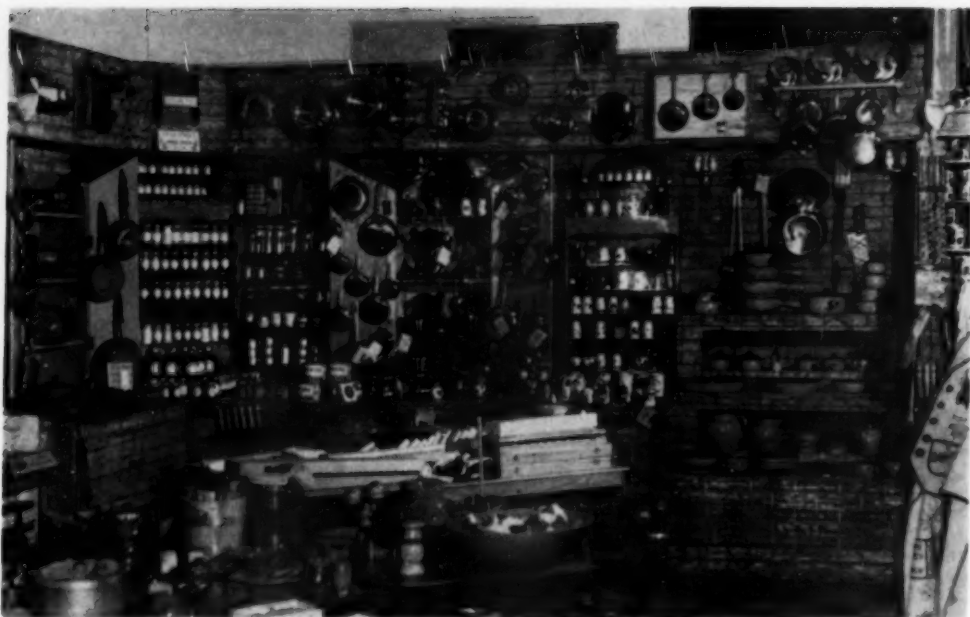
With about 1500 installment contracts, including those for household appliances, the company has an average of 40 to 50 persons come into the store each day, just to make payments. The rush is heaviest right after paydays on the first and fifteenth of the month.

"When a customer has completed payments on one item, he usually sees something else he wants," Thomas pointed out. "If you overlook this important item of store payments, you are losing business."

(Continued on page 50)



Store sells television set on standard installment terms, the manufacturer extending this credit. However, to build store traffic, the store handles collections and has set up a special desk to receive installment payments. An average of more than 40 persons visit the store each day to make these payments



Within 30 days of the opening of this Gourmet Shop its original stock was almost completely sold out.

Fast turnover, long profit from **UNIQUE GOURMET SHOP**

AFTER 30 DAYS of operation, an original stock investment of \$2,726.89 had almost completely turned over once, at a minimum gross profit of 40 percent, in the new "Gourmet Shop" of the Sharp Hardware Company in Dallas, Texas.

This "Gourmet Shop" was opened about February 1, with a large variety of items that can be grouped under about 20 headings. By the first of March it had been necessary to re-order on everything stocked, with the exception of party foods. And when the repeat orders were placed the Jack Sharps, father and son, thought so much of the new venture that they increased the inventory by \$1,000.

"Gourmet," as the dictionary explains, is one who is a connoisseur in eating and drinking. In this connection the dictionary also mentions epicure, one who displays fastidiousness in his tastes and enjoyments. Either one of them is an expert in the choice of delicate viands.

Specialty shop requiring only a modest investment proves highly successful for this Texas dealer

By Baron Creager

Neither of them need be of the male gender. In fact, according to the short experience of the Jack Sharps, most gourmets and epicures are feminine. Anyhow, they do most of the buying, of delicate viands and of gleaming copperware which, although considered the best vessels for cooking, are taken home by most Sharp customers and hung up for display.

Perhaps a hardware retailer should be situated just right to make a "Gourmet Shop" pay. Of two Sharp stores, the one featuring items of appeal to gourmets and epicures is completely surrounded

by a region thickly populated with home-owners. No doubt a majority of Sharp customers are financially capable of selecting what they want, needed or not.

And although not so many items are priced above \$10, the profit is there on the smaller items, too. For every item stocked in this "Gourmet Shop" carries a minimum gross margin of 40 percent and a great many of the items carry 50 percent.

Highest priced of all items stocked is a burnished copper cooking vessel retailing, without a matching lid, for \$12.95. Lowest-

priced item is a long, wooden spoon at 25 cents. Although this spoon carries with it a singular, quaint atmosphere, many people buy merely because the cost is low.

"And because they come from the 'Gourmet Shop,'" adds Jack Sharp, Jr., "that 25-cent spoon is excellent advertising for the shop."

The "Gourmet Shop" occupies 16 feet along two walls at a rear corner of the store, so placed because its gleaming merchandise draws traffic through the length of the sales floor.

Central portion of the display, that occupying wall space, fills but 48 square feet of floor space, since its projects but three feet. The central display was built up nine feet, six inches from the floor and principal cost of creating the imitation masonry appearance was \$90 worth of "brick paper."

Additional display is provided by three tables, all of which occupy a space about nine feet by 15 feet, or 135 square feet. Altogether the entire stock is contained in no more than 260 square feet of floor space.

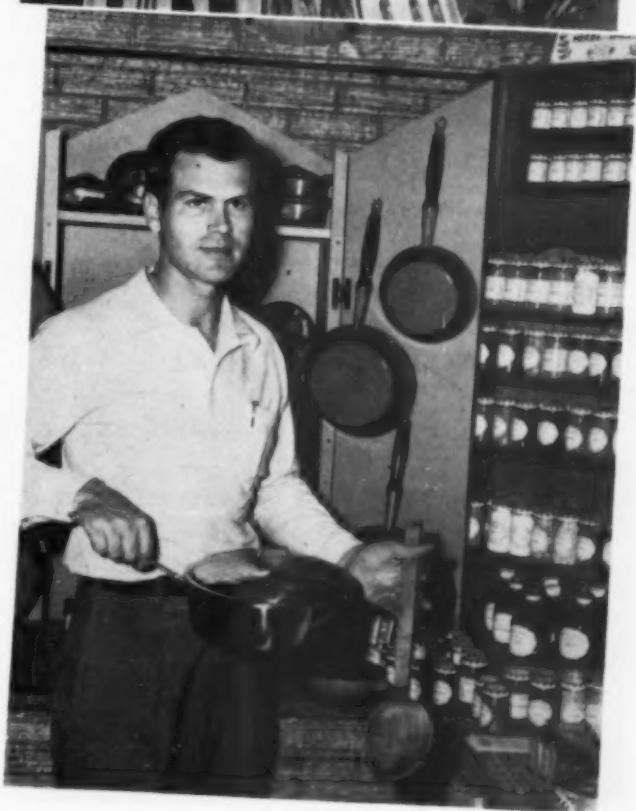
It is a type of merchandising, the Sharps point out, that allows flexibility in choice of items stocked. But the legion of items as carried in the Sharp shop, are identified under a number of general headings such as: Imported French ironware, porcelain covered; copper ware, mugs, wooden ware, barbecue skewers, spice cabinets, aprons, hats, cutlery, books on cooking and seasoning, party foods, spices, pottery for baking, pepper mills and accessories too numerous to mention.

Another line just out was being added. It is quaintly-patterned table cloths, with napkins the replicas of bandana handkerchiefs, for outdoor use.

Actually, these lines of merchandise are outdoor season items and the Sharps expected their gross sales to increase substantially with arrival of the outdoor cooking and living season in Dallas. And they advise any merchant interested to get in during the outdoor season, as sales will inevitably

(Continued on page 54)

Additional display is provided by three tables, one of which is shown in top picture. In the bottom picture, Jack Sharp, Jr., shows the highest-priced item, \$12.95, in right hand and lowest-priced, 25 cents, in left hand



Items for practically all home needs are displayed at strategic spots throughout the housewares department. Here, Joe Baker helps a customer select electric cord from an assortment at the rear of the dinnerware table. Below, a display for dispensing electrical wire speeds service and promotes wire sales



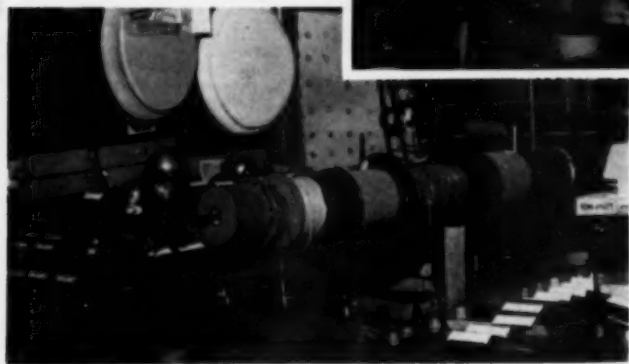
**When properly
Displayed ----**

Housewares Win Customers

By S. W. Ellis

HOUSEWARES is a leading volume line for the J. B. Baker Hardware Co., with stores in Crossett and McGehee, Arkansas. Joe Baker, owner, has taken advantage of the appeal which housewares have for most customers by coordinating displays of housewares and other merchandise. As a result, sales in all departments have increased notably.

Alert for profitable operational methods being used by successful hardware dealers everywhere, Baker prefers to operate in a modern store, equipped with the most attractive fixtures — such as his Crossett store. Pictures accompany-



ing this article were made in the McGehee store, which has not yet been modernized to meet Baker's standards, but which, nevertheless, is doing a substantial business, with housewares as its drawing card.

Housewares are displayed with so much imagination and taste here that customers look only at the merchandise, rather than at the fixtures.



AMERICAN CHAIN

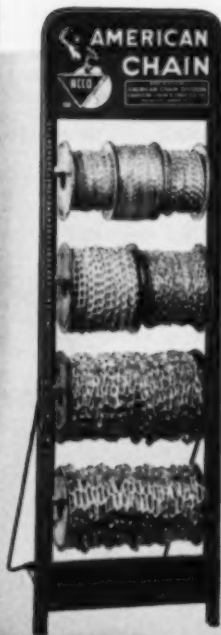


CHAIN ALWAYS SELLS

● People are always buying chain. The volume of chain you sell depends on your stock and how you show it.

The AMERICAN No. 203 HANDY CHAIN is a number one item for you to stock. It is used as a safety chain for trailers and outboard motors, as a tie-up chain for boats and bikes, and for bundling and holding lots of things. The AMERICAN CHAIN SALESMAN is the best display ever devised for you to sell chain from. It gets chain out where your customers can handle it. That sells chain.

Call your AMERICAN CHAIN wholesaler who sells the complete chain line. You can get anything you need from him.



No. 203
Handy
Chain

ACCO



AMERICAN CHAIN DIVISION
AMERICAN CHAIN & CABLE

York, Pa., Atlanta, Chicago, Denver, Detroit, Los Angeles, New York,
Philadelphia, Pittsburgh, Portland, San Francisco, Bridgeport, Conn.





Window displays of housewares, left, include assorted electrical items. By coordinating displays of electrical supplies and housewares sales of both lines have increased

Merchandising of this line begins with the display windows. A typical housewares window is built around small appliances and kitchenware, supplemented by displays of plumbing and electrical repair parts. It is a window designed to interest both men and women.

Interior displays are coordinated with the merchandise displayed in

the window. Electrical supplies, for example, are spotted among housewares in several parts of the store. A section of an attractive china-ware display at the rear of the store is given to displays of extension cord, sockets, plugs, etc.

The customer is encouraged to keep moving toward the rear of the store, examining different

items that make up an extensive and complete display of wiring needs, until the electric wire section is reached. Here, wire of all kinds is displayed on large spools at the edge of a counter, where it is convenient for the customer's selection and where it may be easily measured and cut by the salesman.

Although electrical supplies are handled in the housewares department and sold in large volume to women, they also interest mechanics, electricians, and men who wish to do odd jobs about the home. Considered difficult items to display well by many dealers, they are pushed to the front here.

Mrs. Nettie Lambert, manager of the housewares department, says that many women make small electrical repairs in the home, and often they do not know how to ask for the socket, plug, or other part they need. But if they see it on display, they practically wait on themselves.

"We arrange the entire housewares department to tempt women to come in and look," she said. "When they can circulate freely among good displays of moderately-priced items, they find many things they can buy on the spot."

She pointed to an attractive display of small lamps — bed lamps, pin-up lamps, and small boudoir lamps. Women never have too

(Continued on page 58)



Above, housewares are displayed near fishing tackle. Store salesmen work on the theory that when men buy tackle for themselves, a suggestion from the salesman will encourage them to take some housewares item home to the wife. Right, lamps are displayed throughout the store rather than in one section, a merchandising plan which also has boosted sales



Watch this one ...for turnover!



You'll profit from sales turnover when you feature a complete department of RB&W fasteners in your store.

They seem like small items, but actually they're big business . . . great hardware staples that people need day in and day out. They're top sellers (as hardware sales figures prove) that build traffic for everything you sell.

And you can stock this profitable product in quantity without worrying about style changes or damage. Thus, you keep time-consuming re-ordering to a minimum.

You keep handling to a minimum, too . . . thanks to RB&W's unique "upside-down" package that prevents spilling. This attractive red and green package stands out on your shelves . . . clearly labelled to show in a jiffy the type and size you want.

It will pay you to move fast and order the complete RB&W quality line of fast-moving fasteners.

*107 Years Making Strong
the Things That Make America Strong*

RUSSELL, BURDSALL & WARD BOLT AND NUT COMPANY

Plants at: Port Chester, N.Y., Coraopolis, Pa., Rock Falls, Ill., Los Angeles, Calif. Additional sales offices at: Philadelphia, Detroit, Chicago, Dallas, Oakland. Sales agents at: Portland, Seattle.

Available at leading Wholesale Hardware Distributors from Coast to Coast

Merchandising that wins those

POWER MOWER CUSTOMERS

Suggestions for Garden and Lawn

Power & Hand Lawn Mowers

Garden Hose—Plastic and Rubber

Garden Rakes

Garden Hoes

Garden Carts

Walking Sprinklers (These are next best to sprinkling system)

Hand and Power sprayers

Hand garden plows

Bolens Garden Tractors and equipment

Ornamental yard fencing

Yard and stock gates

Steel posts 5-6-6½ & 7 ft.

Poultry fencing

Field fencing

Paint

Phone us your orders—
We deliver

Jno. C. Ross
Hdwe Co.

2nd - Mesas

PLANTY PARKING



To sell power mowers successfully determine the customer's need then recommend a suitable type

THE AVERAGE power lawn mower customer possesses only a vague idea of his needs and the mower he wishes to buy—and it's up to the dealer to correctly determine these needs to sell the appropriate unit to the customer, says X. Norman, manager of John Ross Hardware, Austin, Texas.

"These customers have no idea what power mower will satisfy them," he explained. "For example, our customers invariably base their choice on the attached motor, with little or no thought at all about the other factors."

Many are fully acquainted with the various makes of motors, while the names of power mowers are foreign to them. Therefore, unless properly guided, they will buy

the motor, rather than the mower.

"The first question, and the most important one, the customers ask is: 'Will this mower cut weeds?'"

From directly questioning many customers, Norman has found that "weeds" means anything that grows over six inches tall. Thus, tall grass comes under the term also. The conventional power mower, Norman said, will not cut grass six inches tall or taller satisfactorily. That is, not once over. It will have to be cut first, then cross-cut to get a nice, smooth job.

"Maybe a power mower isn't what the customer needs at all," Norman said. "We have to find that out."

First, he asks about the job for which the mower is being bought.



Right. Manager Norman explains to a customer why a particular mower will not fill his needs for cutting weeds and brush. Above, typical ad used by the company ties in garden tools with mowers and offers free delivery service and ample parking facilities for shoppers

Flite-Master

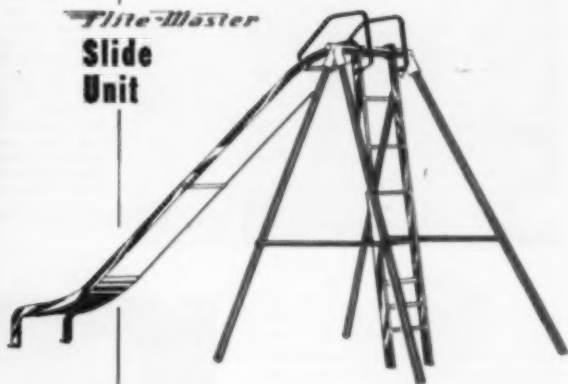
America's No. 1 Gym Sets



Illustrated is the "Flite-Master Super Deluxe", the only complete play unit of its kind on the market. Flite-Master comes in many models with various combinations of play activities. Ask your wholesalers about Flite-Master, America's No. 1 Gym.



The Sandbox comes in two sizes and is constructed of selected woods, and has a bottom of ARMCO PAINTGRIP steel. It is finished in bright yellow and green out-door enamel, with a varicolored awning top. All bolts and screws are zinc plated.



The longest, sturdiest and the only all welded steel slide on the market; features a slide bed of ARMCO ZINCGRIP, framework and ladder of heavy steel. Available in 3 sizes—8 ft., 10 ft., and 13½ ft. lengths.

Sold through Wholesalers Exclusively • Write for Free Colorful Catalogue

CONSOLIDATED METAL PRODUCTS COMPANY
424 E. PEARL STREET · CINCINNATI 2, OHIO

If it is for easy work, say carpet grass exclusively, there is a mower specially suited for that purpose. The cutting blade is set up high, for carpet grass cannot be cut close to the ground. The nature of the grass determines that.

"The amount of lawn to be cut ordinarily will determine whether an 18-inch or a 20-inch mower is the better," Norman pointed out. "And, if the customer is not already pre-sold on the make of motor, the sale would be an easy one."

Norman has a standard policy of servicing all motors before the power mowers are placed on display. Though this might seem to be making a lot of additional work, there is good reason for it. This pre-servicing assures the proper operation of a machine when it

a few real estate offices, keeping their property mowed. The first year he made from \$50 to \$75 a day at his work alone. Now he has three mowers and as many men working for him.

"This type equipment cannot be classified as impulse items," Norman pointed out. "We are many jumps ahead of the chain stores, for we begin our promotions early."

In addition to the large volume derived from mowers, Ross Hardware Co. realizes substantial sales of sprinklers, hose, garden tools, pruning shears, saws, and even croquet sets.

Power mowers are serviced by Norman, and he has a full line of parts for every make of mower sold. Here, nothing is sold that cannot be serviced under one roof.

Service work is held to a minimum, however, by servicing each unit before it is sold, he said.

Television Business

(Continued from page 41)

We have customers who have come in regularly once a month — for years."

A special desk, with a young woman in charge, is set up to take care of all installment payments, which amount to from \$500 to \$1000 a day. Although the television manufacturer handles the paper, the store handles the collecting, to cash in on the heavy amount of store traffic and the additional carrying charge levied over the advertised price of television sets.

For \$9 extra, McDuff offers a one-year parts service guarantee, providing for one free service. A 90-day service contract is offered at \$22.50, with no limit on the number of calls.

With the introduction of 17- and 20-inch screens, the trade-in problem is coming to the fore. Owners of the older 10- and 12-inch sets want the larger screens. A low trade-in offer has helped discourage these customers. "We suggest that they put the 10- or 12-inch sets in the children's room and buy one of the newer models for the living room," Thomas said.

McDuff handles several nationally advertised makes and displays them prominently, right at the front door so that they are the first items seen by the customer entering the store.



Left, Norman points out the advantages of a walking sprinkler over an older model. Garden tools also are good tie-in items for lawn mowers. Below, he explains to a customer why a particular mower, with attachment, is better for cutting weeds and brush than an ordinary power lawn mower. Knowing the customer's needs, he says facilitates selecting the right mower for him

is being demonstrated to a customer. As Norman points out, nothing can cool faster a customer's enthusiasm for a power mower than the inefficient operation of the machine during a demonstration.

"A number of our customers, especially farmers, want a mower that will cut brush also," Norman said. "So we sell them a garden tractor with mower and brush cutter attachments. After finding out just what the customer needs, a thorough explanation and a demonstration closes the sale."

Home-owners are not the only prospects for power mower equipment. Norman said. Three years ago, a war buddy of his purchased a power mower and got jobs with



This big-game hunter helps you sell

Here's a fellow who has been doing the kind of hunting most sportsmen dream about. He's tracked the most dangerous big game across the African plains, through the mountains of Mexico and the Alaskan tundra.

His name is Clyde Kitchens and he lives in Homer, Louisiana. Here's what he tells sportsmen about the ammunition he uses, through advertisements scheduled to appear in the nation's leading outdoor magazines:

"I've made twenty-three big-game hunts in Africa, Alaska and Old Mexico. Some of the game I've bagged with my faithful 30-06 are lion, kudu, eland, black and brown bear, elk and moose. They make quite a collection of trophies. And every one of them was brought down by Peters 'High Velocity' ammunition."

Your customers want the same hard-hitting power that makes Peters ammunition the choice of hunters the world over. That's why it pays to stock the Peters line. Remember, there's no more powerful ammunition in the world than Peters "High Velocity."



Stock PETERS power-packed ammunition



Peters "High Velocity" big-game cartridges pack smashing power for hard-to-stop game. Uniform bullet expansion, minimum disintegration on impact, maximum killing energy. "Rustless" non-corrosive priming for fast ignition.



Power-packed Peters "High Velocity" shotgun shells bring down high, fast-flying game. "Rustless" non-corrosive priming for split-second ignition • "Water-Tite" bodies • progressive-burning smokeless powder • uniform shot size and shot count.



Hard-hitting Peters "High Velocity" 22's are tops for small game and pests. "Micro-Perfect" bullets • newest smokeless powder • special lubrication to protect rifling • "flat" trajectory • "Rustless" non-corrosive priming for split-second ignition.

PETERS *sales* packs the **power**



PETERS CARTRIDGE DIVISION, BRIDGEPORT 2, CONN.

"Rustless" and "High Velocity" are trademarks of Peters Cartridge Division, Remington Arms Company, Inc.

WHY SELL ONE . . .



WHEN 3 SELL BETTER



You triple your chances of making a sale when you stock all three Cortland Insect Wire Screenings. Homeowners prefer Cortland Brand because it comes in three popular price ranges . . . gives years of service and insures a better screening job.

Cortland Brand Wire Screening is fine for windows, doors, porches and breezeways . . . has been a favorite screening for over 75 years. It meets U. S. Department of Commerce National Bureau of Standards' specifications. In 18 x 14 mesh, 24" to 48" widths, 100 linear foot rolls. Extra wide widths also available.

Because of material shortages, you may not be able to get immediate delivery on all types of Cortland Brand Wire Screening. However, place your order now . . . we'll supply your jobber as quickly as we can.

● **Cortland GRAY-WICK** Popular, all-purpose wire screening. Doubly protected against corrosion by electro-zinc galvanizing and "glare-proofed", enameled finish.

● **Cortland BRONZE** Rust-resistant. Unaffected by weather, salt air, acids, gases. Stronger, longer-lasting than copper screening. Bright or dark bronze "antique" finish.

● **Cortland ALUMINUM** Won't rust or stain because it's made of aluminum clad wire. Strong and durable. Weighs less than half as much as steel insect wire screening.



**NAILS & BRADS • HARDWARE CLOTH
POULTRY NETTING**

WICKWIRE BROTHERS, INC.

CORTLAND, N. Y.

Builders Hardware

(Continued from page 35)

cumstances and setup. You may sell him a half-dozen door locks."

When you have won the customer's interest, you go over the blueprints with him. Then going through the house, starting with the basement, you make up a schedule of the builders hardware he will need, explained Seeger. He enumerated such items as basement windows, cleanout doors, cellar drains, window lintels, closet bars and hooks, and so on up through the first and second floors to the attic.

"Show him all he will need and how he can save," advised Seeger, who had that morning furnished a 70-page builders hardware schedule to a contractor on a 60-apartment housing project.

The night study is devoted to learning to read blueprints and drawing up plans.

Seeger and Company has three outside salesmen calling on architects, builders and contractors. They call on home-owners and accounts receivable customers on various hardware items, including builders hardware.

Special leaflets frequently are sent out to advertise metal windows, metal doors, etc. Radio, newspaper and mimeographed letters further announce the interest of Seeger and Co. in the builders hardware needs of its customers.

Years ago, when Seeger established an interest in builders hardware, he took a course in reading blueprints. Since then his sons, who are partners with him in the company, have learned how to read blueprints also. Recently his grandson, who has a similar interest in builders hardware, has been studying blueprint reading and house plan draftsmanship, as he trains in the builders hardware department. He is filling orders, reading suppliers' literature on builders hardware, and going out with the salesmen calling on builders, contractors and architects.

"He, too, is learning that a lock set is not sold outright off the shelf without a few inquiries," added Seeger, explaining the training of new employees in builders hardware.

Tie-in sales have boosted volume in other departments by at least 50 percent, Seeger pointed out. "Once you have scheduled builders hardware for a house, there are

countless additional items the home-owner may need," he said, listing fire extinguishers, mirrors, medicine cabinets, etc.

"We have had fine results in housewares also, because a young couple starting out in a new home wants to stock a variety of household utensils," he added. "They turn to us for bathroom supplies of all kinds also."

Maintaining a stock in builders hardware of \$50,000, Seeger believes that the beginner can do well on a \$2,500 inventory with a good representative stock in quantities of a half-dozen per item.

"The important thing for the beginner is to keep his ears open on building construction as he circulates about town, and follow up leads quickly," he emphasized. "Study builders hardware at night after store hours. And accommodate yourself to your customer's working hours. If he wants to see you Sunday evening or at 10 p.m. some workday, keep the appointment. Why, I let a fellow get me out of bed at 2 a.m. when he wanted me to sell him a fishing reel. Why not? We had sold him all the builders hardware for his new home, and now he wanted to go off and have some fun."

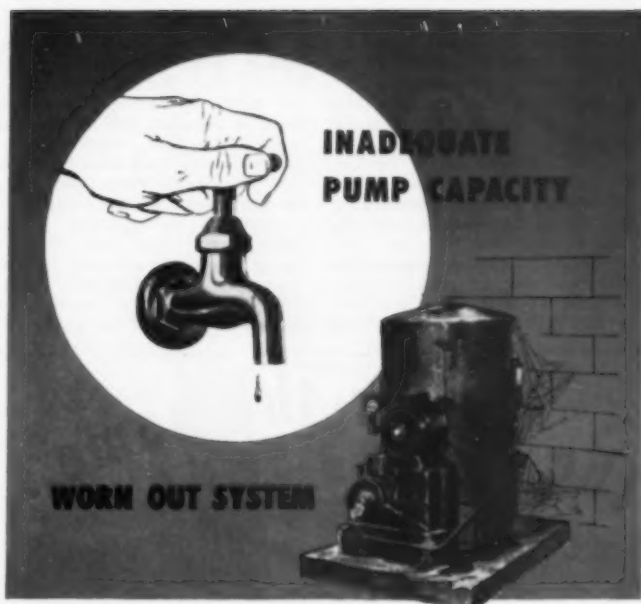
Tourist Trade

(Continued from page 39)

also bears the words "Fishing Tackle Headquarters" in bright red and gold letters, in the upper left corner. Varying shades of green pastel make bands across the background.

The result is an unusual appearance that is sure to attract attention at a glance, Fortune believes. "The best feature is the ease with which I can change the color scheme or do over the sign's design," he said. "We can change the color scheme at low expense every year. Meanwhile, we are certain of being noticed by every visitor to the city."

Fortune's next step was to construct every display fixture in the store to average less than 30 inches in height. Ten fixtures, for example, for displaying sporting goods, housewares, china and glass, tools, ammunition, toys, paint, etc., are all 29 inches from the floor, with three display levels nevertheless included. Basic hardware departments are located on side and rear walls, and because of the low height of the center-floor fix-



when it's time for replacement **More Buyers Want Myers!** WATER SYSTEMS

And here are helpful hints on how to get more water system replacement business. Many dealers are stepping up water system replacement sales by making house calls, through telephone surveys, and by use of direct mail. Long established dealers make a special point to go through installation records from years back to uncover prospects for follow-up by direct mail, telephone calls or a personal call.



To help dealers get more replacement business, Myers Dealer Aid Catalog offers **FREE**: direct mail pieces (your only cost is postage), newspaper ad mats, radio scripts, and a card file system. If you aren't taking advantage of these free aids to get your share of the profitable replacement market, it would be a good idea to send an order for them this week.



THE F. E. MYERS & BRO. CO.

230 Orange Street, Ashland, Ohio

tures, every wall section is clearly visible from the front. Major appliances, wheel goods, stepladders and other bulky items are shown in the right rear, so that their height does not distract from the overall visibility elsewhere.

"That's important," Fortune pointed out, "since many of our tourists are building, remodeling, etc., during their summer stay. We feel it important that all tools, builders' hardware, remodeling materials, etc., be plainly visible through the windows at a glance, to demonstrate the completeness

of the line we carry."

The Florida dealer next arranged "the entire sporting goods department in the window." Sporting goods run across the entire front of the store, behind the five large plate-glass windows, arranged in step-back rows from the floor to a point three feet high. Five rows, each 30 feet long, show more than 150 sporting goods items, each individually labeled and spaced along a display fixture resembling a broad flight of stairs. Both the fisherman in search of an automatic reel and the youngster

who wants to buy a softball can locate quickly the items somewhere in the display and read their prices at a glance.

"We play up sporting goods, of course, since most tourists are prospects," Fortune said. "And we try to demonstrate in the big window display how complete our inventory is, how our prices compare with others, and the nationally-known brands we stock. With everything laid out in this manner, it requires far less time to locate the item the customer wants, and to pick its duplicate from stock."

Among sidewalk visitors once attracted by the eye-appealing sporting goods display was President Truman, who spent a day in Fort Walton. "Couldn't sell him a thing, however," Fortune said.

Last, but not least, among the features of the Fortune Hardware Co.'s remodeling program is the aluminum marquee which runs around the front and right side of the building. Supported by almost invisible chains, and hinged to the face of the building, it may be lowered over the glass windows to serve as storm shutters in the event of hurricane winds, or the entire marquee may be taken down, painted, and re-installed easily by two men.



Gourmet Shop

(Continued from page 43)

fall off with approach of cooler weather.

Jack Sharp, Sr., investigated thoroughly before he invested. Yet for most of his information and observation of buying habits in these lines, he was compelled to spend some time in a similar, somewhat less intriguing shop operated in Dallas by the biggest chain of all.

Although he knows of no hardware store that has embarked on such a venture, he was impressed with the possibilities, especially since his customers are of the home-owner class.

However, he bought cautiously at the outset. For example the Sharps started with six individual bean pots.

Immediately the "Gourmet Shop" was opened both the Jack Sharps were astounded by the rapidity with which this merchandise sold itself. Those six bean pots were snapped up at once and the re-order was for 24.



the bigger the crowd!

For over 50 years the U. S. Royal name has meant quality to bike tire customers...business to bike tire dealers.

Why not establish and retain your reputation for quality merchandise by carrying the biggest name in bike tires—U. S. Royals. Make it your basis for good business—your assurance of steady customers and higher profits today.



U.S. ROYALS

*America's fastest-selling
bicycle tires*

UNITED STATES RUBBER COMPANY

1230 Avenue of the Americas, New York 20, N. Y.

REPUBLIC UPSON NUTS AND BOLTS

Assembly of parts is easier and faster when bolts fit holes easily and accurately. Production lines move right along when every bolt fits the same, when every nut goes on smoothly and tightens up with uniform torque.

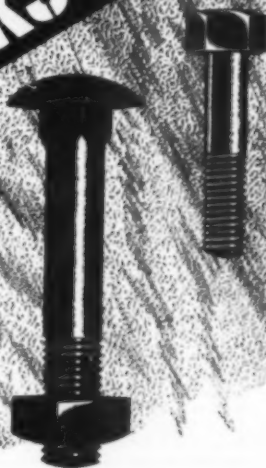
Over 20,000 shapes, kinds, and sizes of Republic Upson Nuts and Bolts let you give your product and your assembly line these cost-saving advantages.



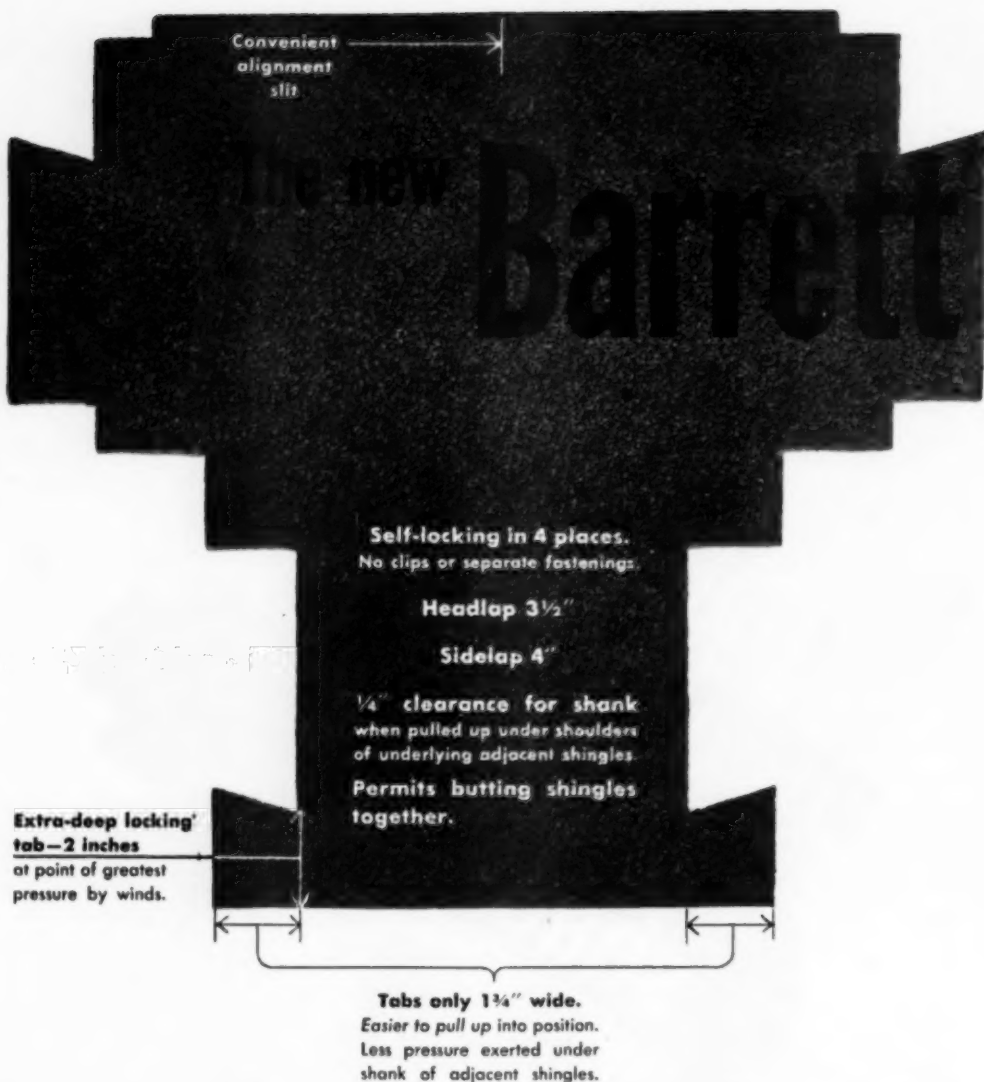
REPUBLIC STEEL CORPORATION

Bolt and Nut Division
CLEVELAND 13, OHIO • GADSDEN, ALABAMA
Export Dept.: Chrysler Building, New York 17, N. Y.

**tough
strong
accurate
shanks**



Here's a shingle



Specifications



Size	Headlap	Sidelap	Approx. wt. per sq.	Shingles per sq.	Bundles per sq.
18½" x 20"	3½"	4"	170 lbs.	96	3

Nail requirements



Nails per shingle	Nails per square	Gauge	Size
2	192	11 to 12	New work: 1"-1½" Old work: 1½"-1¾"

that's sure to help you sell!

DURA-LOK shingle

Specially-designed for re-roofing in windy areas . . . it will help you get a bigger share of today's big re-roofing potential.

This competitively priced profit-maker is easy to sell, quick and easy to apply. And, like all Barrett products, Barrett DURA-LOK shingles are of assured high quality because Barrett exercises such careful manufacturing controls from raw materials to finished product. When you make a sale with a Barrett shingle you make a *customer* for life! Finest materials mean long-lasting roofs—and satisfied customers who are sure to do plenty of word-of-mouth selling for you!

Building your business is Barrett's business—Barrett's unmatched quality is backed by Barrett's unmatched sales promotion program and high-powered, big-league national advertising. All planned to help you locate prospects and close sales.

Remember: There's a Barrett shingle for every need! See the *complete line*—including a wide variety of "conventional" shingles as well as locking shingles.

Ask your Barrett salesman about S.I.S.* roofing, EVERLASTIC* roofing, insulated siding, damp-proof coatings, roof cement and coating, sheathing and building papers, built-up roofing, rock wool insulation.

For the newest in roofing
look to Barrett—the greatest
name in roofing



*Reg. U. S. Pat. Off.

SELL MANN'S
Colonial
FOR GREATER PROFITS

OUR WESTERN DOUBLE-BIT PATTERN. Fully polished "silver-steel finish" with blue bevels. Fitted with straight, best quality, clear lacquered Hickory handle.



MANN'S KENTUCKY SINGLE-BIT with the distinctive "Colonial" label and fitted with the standard Southern bent handle.

For more than a century, Mann axes have met the exacting standards of men who demand the best in the tools they use. Each model is custom-designed to do a specific job and is manufactured with the utmost care and precision. Because there are no finer axes made, you can depend on greater sales and greater profits when you stock the Mann line.

Write for our catalog today. Order through your jobber.

IT TAKES A MANN TO DO A MAN'S JOB

MANN
EDGE TOOL COMPANY
LEWISTOWN, PENNA.

That is a fair demonstration of the instant success of this "Gourmet Shop" in a hardware store, and an illustration of the enthusiasm and confidence of its owners.

Therefore, it is rather safe to forecast that the "Gourmet Shop" has attached itself permanently to that rear corner of the Sharp store.

Housewares Win Customers

(Continued from page 46)

many lamps, she said. They like to have more than they actually need in use, so that the lamps can be rotated.

"Many women come into the store for something else and pause at the lamp display. Often they will buy one or two pin-ups, either for themselves or as gifts."

Men also are tempted by housewares; and so the attractive display of baits and fishing tackle is placed in the midst of housewares. When men buy tackle for themselves, a little suggestion from the salesman often influences them to bring something home for the wife — a new gadget for peeling or slicing, an efficient kitchen strainer, a coffee maker, or some dishes.

Mrs. Lambert tries to remember which of her customers are buying dishes, and she keeps a record of the pattern selected. Thus, when she knows both husband and wife, she often is able to make a sale to the husband.

An efficient woman should be in charge of housewares, Baker pointed out, for she gives more attention to details than a man does, and she is able to offer refinements in service that are sometimes overlooked by a salesman. Mrs. Lambert is consulted when buying is done for the housewares department. She helps plan displays, windows, and special promotions of housewares.

Displays are coordinated throughout the store. An illustration of Baker's idea of keeping shoppers at one display mindful of other displays is the way he spots special items throughout the store. Lamps pop up in surprising places — or in spots that might seem foreign to the lamp department. A pin-up lamp shown near electric wiring gives the shopper a fresh reminder that lamps and wiring go together.

Prominent among the attractively displayed coffee makers are ex-



HOLD-E-ZEE

The Original
Automatic Grip
SCREWDRIVERS

... backed by inviting displays, substantial national advertising, outstanding features, and unsurpassed quality—Hold-E-Zees move steadily from your shelves, each sale creating a satisfied customer.

ORDER
THRU
YOUR
JOBBER!



One Bit Fits Both Types

UPSON BROS., INC.
ROCHESTER 14, N. Y.

it's the

DOUBLE QUALITY

that keeps

Tapatco out front



The quality you can see—

Every piece of Tapatco equipment that leaves the factory and goes into your store reflects the highest standards of quality control. It's premium merchandise . . . and looks it, from the beautiful uniformly colored and squared boat cushions to the handsome well-tailored sport shirts. It's eye-appealing merchandise, the kind your sportsmen customers appreciate and buy.

The hidden quality that makes the big difference—

Here's what Tapatco gives you and your customers that you just *can't* get in ordinary competitive products.

- ★ Only pure Java Kapok, luxuriant flotation material is used by Tapatco to make the safest, most buoyant marine safety products in the world.
- ★ National advertising and merchandising, backed by a company reputation for standing squarely behind every product.
- ★ Uniform colors and materials . . . dyed, pre-shrunk and water-repellent treated in Tapatco's own dye plant. Every order is exactly the same color . . . and there's a wide selection to choose from.
- ★ Tapatco marine safety products are *hand* stuffed to protect the buoyant properties of Kapok. No uneven bulges such as are often formed in ordinary cushions and mats.
- ★ Conveniently packaged products . . . simplifies stocking and handling problems. Small unit packages keep stock clean — boxes unbroken.
- ★ Extremely attractive discounts make the Tapatco line a real profit builder.

Ask Your Jobber for **Tapatco**

THE AMERICAN PAD & TEXTILE CO.
GREENFIELD, OHIO

There's a complete line of Tapatco marine safety products, sleeping bags, parkas and sport shirts.

**BIG DEMAND FOR
NEW**

Low Cost

**NEW
ALUMINUM
FRAMELESS
TENSION
SCREENS**



Sealed Tight...
Held by tension.
Exclusive sill bar adjusts
to off-level sills.

PROFITS FOR YOU!

It's the smart way to cut screening costs, reduce maintenance and add convenience to homes and apartments! Sell these new-type Keystone Aluminum Tension Screens for all double-hung windows! Cash in now—thousands of prospects!

Saves 25 minutes per window in installation time. Easily installed—no heavy frames to cut or fit. No painting—no rust. Adjustable sill bar assures tight fit on uneven windows. Easily replaced screening. Low first cost, low upkeep, neat appearance. Investigate!

Easy to Install



Easy Handling



No Rust—No Painting

KEYSTONE GROWING FAST IN POPULARITY!

North Carolina Distributor says: "Our volume has increased considerably. Builders and consumers find it more economical to install Keystone Tension Screens. Customer satisfaction proven without a doubt."

Tennessee Distributor says: "Keystone Frameless Tension Screens installed in many housing projects in this vicinity. These screens far superior both in quality, appearance and durability to any other type of screen window. Also, most economical."

Georgia Jobber says: "Keystone Tension Screens are most satisfactory. They have certainly gained in popularity. Used on several large housing projects in this territory, and countless thousands of individual homes."

SEND COUPON!

Keystone Wire Cloth Co.
Dept. F-12, Hanover, Pa.
Without obligation, send me complete details, prices and discounts on NEW profit-making Keystone Frameless Tension Screens.

Firm.....
Attn. of.....
Street..... State.....
City.....

tra heater cord sets — reminding the housewife that she may need an extra set or two.

"Women have told us that our displays are fascinating to them," Mrs. Lambert said. "They come in to look every time they pass, and that is what we want them to do." When an item is sold, she immediately replaces it, so that the displays are full and complete at all times.

Lay-away service, which is promoted with signs and advertising, from time to time, is popular among women customers, especially when they are purchasing housewares. And Baker likes signs. When the store is not decorated with signs promoting seasonal items, he makes his own signs. He uses those supplied by manufacturers and makes sure that they are always clean and fresh.

Of all departments in the modern hardware store, he said, the housewares department leads in display possibilities. No other department attracts the casual shopper so readily, nor holds her interest while she is in the store.

Baker proudly displays national brands. Often he links his displays and special promotions with current national advertising.

"Housewares are the heart of the store," he concluded. "We plan our promotions in advance of the seasons, and we try to be ready for peak selling before the customer is ready to buy."

WASHINGTON NEWS

(Continued from page 22)

have the same result, which is to make it possible for a merchant to offer, at a given time and at the same ceiling price, a complete color and size selection of units of the same merchandise.

"First in, first out," known in the retail trade as "FIFO" is a method operating on the assumption that all units of merchandise first received in inventory are first sold. Goods already on hand are lumped together with new shipments to make up a complete sales line. The goods are then sold at ceilings based, first, on the earliest invoice cost and, successively, on the basis of each following invoice applying to a merchant's inventory. The merchandise sold at each applicable ceiling price is the quantity covered by the invoice on

which the ceiling price was based.

As an alternative to "FIFO," Amendment 18 provides a weighted (by number of units) average technique by which a single ceiling price for all units of an article in stock is computed.

Price Relief Granted Paint Manufacturers

MANUFACTURERS of paints, including pastes and semi-pastes, containing 60 percent or more of metallic lead and zinc, have been authorized by OPS to pass on the actual increase to them of higher lead and zinc costs provided such increase does not exceed two cents per pound of metal.

For example, 100 pounds of white lead paste-in-oil contain approximately 72 pounds of metallic lead. The added cost to the paint manufacturer of metal is approximately \$1.44 under an increase granted last October in the ceiling prices of chemical compounds containing lead and zinc. The new amendment authorizes the manufacturer to pass on this increase.

Since multiple pigment household paints ordinarily contain much less than 60 percent of lead and zinc, the order will have little impact on the average consumer, according to OPS. Most of the paint products covered by the amendment go into the construction trade.

BUSINESS TRENDS

(Continued from page 24)

The annual rate of total nonfarm income rose by about a billion dollars in February.

NPA Survey Indicates Low-Priced Stocks Ample

A SURVEY of retail stores in 10 cities, conducted by the NPA in February, indicated adequate stocks of essential low and medium-priced consumer durable goods.

Only a few of the products surveyed were in short supply. Of the stores contacted, 13 percent reported a shortage of low-priced radios, 17-inch table model television sets, and automatic washing machines.

At least ten percent of the outlets had an adequate supply of



COUNTER SALESMEN that help fill the till!

The secret to successful and profitable fastener selling by hardware retailers lies in two things: (1) proper organization of stock and (2) counter-top merchandising.

Stock organization eliminates "trial and error" fumbling for the required size of bolt or nut. Counter-top display enables your customers to select for themselves the fasteners they need.

You automatically get both of these desirable features with the Lamson bolt merchandisers illustrated above. They save you time and make you extra profits. This has been proven by thousands of hardware dealers who now use them.

So ask your distributor for these Lamson sales helps. They're like having an extra clerk at no extra cost.

The LAMSON & SESSIONS Co.

General Offices: 1971 West 85th Street • Cleveland 2, Ohio
Plants at Cleveland and Kent, Ohio • Chicago • Birmingham



WALLRITE

DECORATED
BUILDING PAPER
for
BEAUTIFUL WALLS



RED BOW DESIGN

Tack It or Paste It

There's a bright beautiful Wallrite design
for every room in the house

Manufactured Exclusively by

FLEMING & SONS, INC.

Dallas, Texas

(NEWSPAPER MATS identical to this are available to dealers)

non-electric alarm clocks; butcher knives; sheet aluminum saucepans and kettles and 2-cell flashlights.

Virtually no unfavorable reports were received concerning the adequacy of inventories, availability of new merchandise, or limitation of the size of shipments on the following products: standard gas and electric ranges, hot plates, spring type clothes pins, hand-type can openers, lunch kits, hand-type egg beaters, pop-up toasters.

Approximately 20 percent of the stores contacted regarding 17-inch table model TV sets, non-electric alarm clocks, and automatic washers reported limitations on shipments of these items, while from 10 to 15 percent said shipments were limited on standard automatic irons, wringer-type washers, sheet aluminum saucepans and kettles, pint thermos bottles, appliance cord sets, and non-electric percolators.

WHOLESALE NEWS

(Continued from page 30)

fronts 100 feet on Second Ave., and 140 feet on 18th St.

James F. Shackelford, president of the company, said: "At the present time we do not have any plans for improvement of this property. However, we are now operating under extremely crowded conditions. We will probably construct additional warehouse space either on the corner of 19th St. and Avenue A, or on our Avenue B property.

"In the event we build on the latter location, it would be necessary for use to use the property purchased for parking for our employees and customers."

The company's main warehouse on Avenue A was built in 1907, and Wimberly & Thomas now owns all of the block between Avenues A and B, and 17th and 19th Streets, except the northwest corner of Avenue B and 19th St.

Ott-Heiskell Issues New General Catalog

OTT-HEISKELL Co., Wheeling, West Virginia, is now distributing its latest general catalog, known as Ott-Heiskell Catalog No. 36.

Due to many changes in the lines, and in shortages and allocations, the company's former gen-

LOCAL JOBBER STOCKS MAKE IT EASY TO SELL



TENSION-tite^{*} WINDOW SCREENS

**DEALERS CARRY JUST
THE FAST MOVING SIZES**

TENSION-tite screens are made in all standard modular and fractional sizes . . . and are stocked by jobbers located in most areas. Carry the fast-moving sizes, and rely on your jobber for immediate service on fill-in stocks.

Nearly two million TENSION-tite aluminum screens are now in use. Are you getting your share of this attractive screen business?



PRESS DOWN
For easy window washing



PUSH OUT



**Exclusive
GUIDE BAR
SPEEDS INSTALLATION**

Removable GUIDE BAR shows exactly where to place the five screws for a perfect fit. Only tool needed is a screw driver.

- ALL ALUMINUM!
- NO PAINTING—EVER!
- WON'T RUST OR STAIN
- INSTALLED FROM INSIDE WITHIN 5 MINUTES!
- COSTS LESS THAN OLD-TYPE SCREENS!
- NEARLY 2,000,000 NOW IN USE!

Lots of Merchandising Help

Your jobber is prepared to supply you with display material, models, folders, stickers, and other merchandising aids so that you can let your customers know that you carry popular TENSION-tite aluminum screens.

Use, Not Restricted Under NPA-M-4a



WRITE OR WIRE TODAY FOR NAME OF JOBBER IN YOUR AREA
RUDIGER-LANG CO.

Factories in Berkeley, Calif., and Toccoa, Ga.

2701 EIGHTH STREET, BERKELEY 10, CALIFORNIA

P. O. BOX 408, TOCCOA, GEORGIA

WICKWIRE

HARDWARE PRODUCTS

**They sell well ...
because they serve well**

Customer good-will and money-making repeat business are dependent on the reliability and durability of the products you sell.

Wickwire's popular and famous brands of hardware products—including Gold Strand Insect Screening and Clinton Hardware Cloth and Netting—have earned outstanding customer preference because of top quality and long-wearing, trouble-free service. They're your assurance of lasting customer satisfaction that pays off in better and more profitable business for you.

For additional information write our nearest sales office or consult your classified telephone directory.

Clinton Hardware Cloth and Hex Mesh Netting are sold under brand name of CALWICO in the West.

THE COLORADO FUEL & IRON CORPORATION - Denver, Colorado
THE CALIFORNIA WIRE CLOTH CORPORATION - Oakland, California
WICKWIRE SPENCER STEEL DIVISION - Atlanta, Boston, Buffalo, Chicago,
Detroit, New York, Philadelphia

Clinton Hex Mesh Netting

WICKWIRE

HARDWARE PRODUCTS

CFI

PRODUCED BY WICKWIRE SPENCER STEEL DIVISION
AND COLORADO FUEL AND IRON CORPORATION

eral catalog had become dated, according to W. F. Kennedy, president of the organization. And while certain shortages still exist in a general way, lines have become sufficiently stabilized to produce a current catalog that will be representative of available products in general hardware, supplies, and electric appliances, Mr. Kennedy said.

The latest catalog is a more complete index of the firm's present stock than any previous issue.

INDUSTRY NEWS

(Continued from page 28)

E. B. Lay to Represent Perfection Stove Co. .

EDWIN B. LAY has joined the staff of Perfection Stove Company's Atlanta, Ga., sales district and will travel in the state of Tennessee.



Edwin B. Lay

Before joining Perfection, Mr. Lay was a traveling representative for the Englander Co., Inc., and previously had been associated with Rhodes Furniture Co. in sales and advertising capacities, and with the Southeastern Optical Co.

A native of Atlanta, he was with the army for four years.

Toop to Travel Southeast For McKinney Mfg. Co. .

HAROLD V. TOOP has joined the McKinney Manufacturing Co., Pittsburgh 33, Penn., and will travel in the states of North and South Carolina, Tennessee, Alabama and Georgia.

For a period of two years, Mr. Toop served as a wholesale sales-



Harold V. Toop

man, after which he went into the retail and contract hardware business as the Paint & Toop Co. In 1942 he enlisted in the Army and saw combat service in Europe. He returned to Paint & Toop Co. in 1946, and from 1948 to the present time he served as regional manager of contract sales for Yale & Towne.

Dicks-Pontius Appoints Morris Southern Rep. .

DICKS-PONTIUS Co., with headquarters in Dayton, Ohio, and branch plants in Decatur, Ga., and Alexandria, Va., announces the appointment of J. L. Morris as sales representative in the southern area west of Atlanta.



J. L. Morris

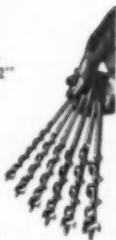
J. L. Duffy, of Atlanta, is now representing Dicks-Pontius in the South and covers the southeastern area, out of Atlanta.

In announcing the new set-up, J. N. Dicks, president, stated that the firm's new manufacturing facilities in Decatur, Ga., now can guarantee prompt delivery of the firm's products to all parts of the South.

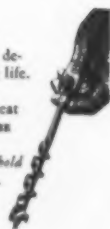


"PLUS FEATURES" THAT SPEED SALES OF "GREENLEE 22" SOLID-CENTER AUGER BITS

UNIFORM HIGH QUALITY for day-in, day-out dependability. For each "GREENLEE 22" is produced with unusual care . . . cutting parts are accurately sized to indicated diameters . . . twist is ground for sure clearance . . . spurs are correctly shaped and proportioned. And cutting edges are carefully finished for clean, fast action!



INDUCTION HEAT-TREATED for absolute uniformity, dependability and long life. Under this most modern method of heat treatment, "GREENLEE 22" Solid-Center Auger Bits take and hold perfect cutting edges. Means fast, clean boring for perfect woodworking jobs . . . and means you can depend on this for a long, long time.



PLASTIC-SEALED FOR PROTECTION From factory to your customers, this heavy protective coating shields "GREENLEE 22" Solid-Center Auger Bits . . . protects them from shipping and handling damage, seashore and other humid conditions. Eliminates costly stock maintenance for you . . . keeps your stock in perfect shape!



When you sell GREENLEE, you can be sure you're selling top quality always. Write today for complete information on GREENLEE Auger Bits and these other high-quality tools: Chisels, Gouges, Expansive Bits, Car Bits, Draw Knives, Turning Tools, Spiral Screw Drivers, Automatic Push Drills, and many more. Ask for new Hand Tool Quick Reference File.



STOCKED BY LEADING WHOLESALERS

GREENLEE TOOL CO., 1826 HERBERT AVENUE, ROCKFORD, ILLINOIS

NEW

PRODUCTS

AND SALES PROMOTION MATERIAL

New Mitts Introduced By Draper-Maynard.

The Draper-Maynard Co. has introduced three new mitts—the Flex-Pad catchers' mitt, Trapper model baseman's mitt, and a professional model fielders' glove.



The catchers' mitt features improved construction for fast play, a natural built-in break for greater flexibility and easier handling, three-in-one finger stall construction, and adjustable finger and thumb loops.

The baseman's mitt, the Earl Trogson model, offers quality leather palm and back, leather-lined palm, a full roll bound leather laced edge, finger loops and web controller to conform to professional rules, and an adjustable fleece lined wrist strap.

The fielders' glove (DG934) features the natural ball pocket and a new easy breaking hinged heel for flexibility. Called the pick-pocket, it is a large streamline model of heavy-weight glove leather, full leather lined with a large one-piece leather tunnel web. Finger seams are welted and have adjustable finger laces.

Puritan Sash Cord Now Available in New Carton

Puritan sash cord now is available in a new green and yellow, window-



type carton, according to Puritan Cordage Mills, Inc., Louisville, Ky.

The carton features line drawings of practical uses on both sides, holds 100 feet of cord, and is attached to a second carton but may be displayed either vertically or horizontally as a single unit. The cellophane window enables customers to inspect the cord without removing it from the carton.

New Demonstrator for Amerock Cabinet Hdwe.

For the first time, Amerock's authentic Colonial "Heart" pattern in Antique Copper, Swedish Iron, and



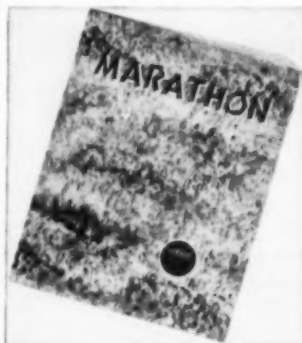
Colonial Black cabinet hardware is displayed on one compact display—the new No. 1630 demonstrator.

One-half of the demonstrator is in natural Birch finish, and the other half in a pastel blue enamel, which shows customers how the hardware looks on both natural and enamel finishes.

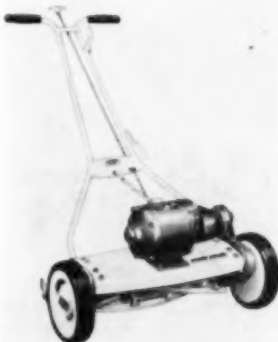
Retail value of hardware mounted on display amounts to \$12.76, but the dealer pays only \$7.50 for the demonstrator complete, it was announced. When purchased with an introductory stock of hardware, the unit complete costs the dealer only \$3.82. Further information may be obtained from the American Cabinet Hardware Co., Rockford, Ill.

Marathon Issues New Bait Catalog

Marathon Bait Co., Wausau, Wis., has issued a new bait catalog, now available upon request. The catalog



shows and describes the complete line of stream-tested Marathon lures, wiggle poppers, popping minnows, the Minnow-Mizer, Musky-Houn, and Muskie-Huskie, both 1951 prize winners, and other baits.



The 1952 Reo Town House, electrically-operated lawn mower produced by Reo Motors, Lansing, Mich., is virtually noiseless, has an 18" cut, plugs into any 110 volt AC light socket, and is recommended for city lawns having a minimum of obstructions.



"Murdock's quite a hero since his mother sent him his PARKER HACK SAW!"

You can earn a medal of thanks yourself from one customer after another, by selling them the Parker Hack Saw model they like the best. All 7 Hack Saws in the Parker Line are stars in quality and ruggedness.



Buy the **Parker** *Line*

PARKER MANUFACTURING CO.
WORCESTER 1, MASS., U. S. A.
and **ACKERMANN-STEFFAN DIVISION**
Manufacturer of Famous Trojan Coping, Jig and Jewelers' Saw Blades

SOUTHERN HARDWARE for JUNE, 1952

Fast-Selling
BUILDERS HARDWARE

by

NATIONAL LOCK



A65-124 "T" HINGE

A65-114 STRAP HINGE

In-demand items... wide choice of sizes. Finishes include Plain Steel, Zinc Plated (ZP-1), Prime Coat and Brass Plated (BP-2) on specific numbers. Packed one dozen in sturdy, easy-to-identify cartons. Order now! Ask also about Series "410" NATIONAL LOCKset.

Regular and Half Surface
BUTT HINGES



A65-026 BUTT HINGE

Here is one of the many quality items included in the broad line of NATIONAL LOCK builders hardware. Regular and half surface BUTT HINGES are available with ball tips, button tips and loose pins. Packed one pair (with screws) in a sturdy, neatly-labelled box.

Ask for Builders Hardware Catalog



distinctive hardware... all from 1 source

NATIONAL LOCK COMPANY

Rockford, Illinois • Merchant Sales Division

New Murray Window Fans Introduced to Trade . . .

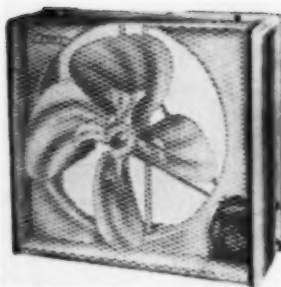
The Murray Co. of Texas has designed a line of window-fans for low-cost home cooling. With a 20", 2-speed model adjustable to fit any window 28½ x 36 inches wide and powered with a 1/15 h.p. direct drive motor delivering up to 2320 cfm, and a 24-inch belt-driven model with a 1/3 h.p. motor delivering up to 5030 cfm and fitting any window 31 to 38 inches wide, Murray offers a single unit complete home-cooling system correct for any small residence, apartment, or office.

Noiseless operation, no-draft venti-

lation and install-it-yourself simplicity make the fans a fast turn-over, high-demand item during the slow spring and summer months, it was announced.

The fans are finished in off-white enamel with chrome trim. Other features include a fine-mesh metal guard which keeps out fingers and draperies; lightweight and easily portable yet sturdy and strong; lifetime ball bearings, requiring no lubrication; easy accessibility for cleaning and dusting; patented, die-formed, balanced deep pitch blades for maximum air delivery.

Included in every shipping carton is an envelope containing two-color



simplified install-it-yourself folder of instructions and a 5-year warranty and guarantee.

Further information and literature are available from H. C. Biglin Co., 17 Harris St., N. W., Atlanta, Ga.

It Pays to Handle ELEPHANT BRAND Chains...

MADE BY THE OLDEST MANUFACTURERS
OF CHAINS IN AMERICA



Our popular "Chain-Pack," shown above, is the all-steel "Chain-tainer" with the handle. It contains 100 lbs. of any one of the four fastest-selling sizes of PROOF or BBB Coil Chain.

"Chain-Pack" is a strong, attractive, all-steel container that's ideal for re-use. It's sealed to fully protect the chain against rust. And it's easy to handle — stock — display — sell.

All Kinds of Welded and Weldless Chains—Check List at Right...

Elephant Brand Chain is always uniform — tested — high quality. It is standard, full size, and meets all Government and Railroad specifications.

NIXDORFF-KREIN MFG. CO.,
916 Howard St., St. Louis 6, Mo.,
Est. 1854

ASK YOUR JOBBER FOR THESE ITEMS

- Proof and BBB Coil Chain
- Steel Leading Chain
- High-Test Steel Chain
- Boomer Chains
- Coil Log Chains
- Trace Chains
- Anti-Spreader Chains
- Repair Links
- Liberty Coil Chain
- Machine Chain
- Passing Link Chain
- Weldless Coil Chain
- Tire Chains for Passenger Cars, Trucks and Farm Tractors
- Wagon and Truck Hardware
- Wire Products

Camillus Co. Adds New Fishing Knives to Line

Camillus Cutlery Co., Camillus, New York, announces that, with the new fixed-blade fishing and hunting knife just added to their line, a complete variety of fishing knives is now available.

The fixed-blade knife, No. 671, has a 3¼" blade of high carbon steel, chromium plated for resistance to stain and rust. The back of the blade is an efficient scaler. The blade is force molded deep into a tough tenite ivory handle.

The guard has a novel bottle cap lifter, and a beverage can opener for opening beer, juice and soup cans. The genuine topgrain leather sheath is deeply embossed and has a large, strong belt loop.



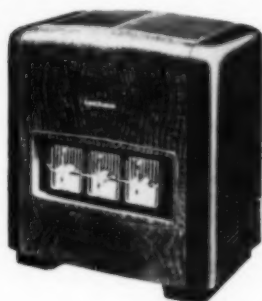
Camillus Cutlery Co. also has four patterns of folding-blade fishing knives: the "Camillus" No. 5 Fisherman's Luck single blade with maize plastic handle retails for \$2.25; the "Camillus" No. 25 Fisherman's Luck with two stainless steel blades and maize colored handle of luminescent plastic that glows in the dark after exposure to light sells for \$3.25; two similar knives in the "Camco" line, both with stagged handles, are No. 685 single blade which retails for \$1.00, and the No. 686 two blade knife which retails for \$1.49.

Warm Morning Announces Gas Heater Changes

Locke Stove Co., Kansas City, Missouri, has announced new additions and improvements in its line of Warm Morning vented gas heaters.

A new 340-Series, consisting of two models which are identical except for control equipment, replaces previous models of the same designation and has been completely re-styled to provide a more compact and attractive appearance and to feature a recessed radiant front of heavy molded glass panels like other models in the line. A reversible flue pipe collar is an added feature.

Model 34-U is factory equipped with a Robertshaw Unitrol, and the lower priced companion Model 340-B has a Baso 100-percent safety pilot and a manual shut-off valve as standard equipment. The AGA-approved input rating for 340-Series models is 40,000 BTU for all types of gases.



Largest unit in the line, former Model 322, has been re-designated Model 385-B. It has an 85,000 BTU input, and its control equipment includes pressure regulator, Baso 100-percent safety pilot, and shut-off valve. A companion Model 385-BT has been added. It also includes a Robertshaw 2-E Thermostat among its factory-installed equipment. The two models comprise the 385-Series.

The former 360-Series is now known as the 365-Series, with an increased AGA-approved rating of 65,000 BTU input for all types of gas. This series includes Model 365-U with pressure regulator and Robertshaw Unitrol as standard equipment, and Model 365-B with pressure regulator, Baso 100-percent safety pilot and manual shut-off valve.

The 330-Series, rated at 30,000 BTU input remains unchanged.

All models of Warm Morning gas heaters are fully vented radiant circulators with porcelain enameled cabinets. The 385-Series, 365-Series, and 340-Series models may be equipped with circulating fans at the users' option. Two types of fans are offered. The design of the heaters also permits their use as gravity circulators.

SENSATIONAL NEW TYPE PAINT BRUSH and ROLLER CLEANER

PROCESS 33

NOW Advertised
Every Month in
Leading National
Magazines

FAST—You can switch your brush to another color in a jiffy.

THOROUGH—Brushes and rollers stay soft and flexible—like new. Store dry, ready for instant use.

ECONOMICAL—Can be used over and over.

ORDER PROCESS 33 FROM YOUR
WHOLESALE TODAY

15,447,207
READERS EVERY MONTH



G. H. Coughlin Co.,
W. Orange, N. J.

for Steady Profits...

Growing DEMAND and VOLUME
feature **Mall** **GUIDE-MASTER**

DRILLS

Sell the complete Mall line that includes the popular "Guidemaster" Home and Hobby Tools, Floor and Furniture Polishers, Sanders, Buffers, and Mall Saws with cutting capacities from $\frac{1}{16}$ " to $\frac{1}{4}$ " depths. There's a wide range of attachments and accessories—you always have just the tool your customer needs, and your market is constantly expanding.

Write for latest descriptive bulletins.

40 Factory-Owned Service Warehouses, Coast to Coast, To Serve Our Customers and Thousands of Dealers.



Model 1488
Mall Drill

Cap. $\frac{1}{16}$ " in metal, $\frac{1}{8}$ " in wood. Equipped with Jacobs Gear Check. Many attachments available.

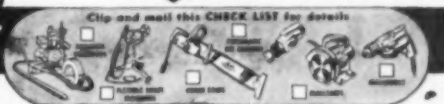


Model 178
Mall Drill

Cap. $\frac{1}{16}$ " in metal, $\frac{1}{8}$ " in wood. Heavy duty motor, Jacobs geared chuck and key. 10 ft. cord, plug, adapter.

Mall
TOOL COMPANY

7714 S. Chicago Avenue
Chicago 19, Illinois



Sold on Sight



for interior doors

Your customers will immediately spot the convenience of this Stanley No. 23 Roller Catch (for house doors that don't require locks). It automatically holds doors securely closed... eliminates rattling... operates quietly and smoothly with a push-pull action. Easy to install, too, just drill a $\frac{1}{8}$ " hole $2\frac{3}{4}$ " deep in door. Comes complete with screws—one dozen in a box. Be sure to have this fast-moving item in stock... displayed prominently for best results. We'll be pleased to send you a Roller Catch Counter Display if requested on business letterhead. The Stanley Works, New Britain, Connecticut.

REMEMBER... THREE HINGES TO A DOOR



Reg. U. S. Pat. Off.

HARDWARE • TOOLS • ELECTRIC TOOLS
STEEL STRAPPING • STEEL

New Transparent Covers for Cooking Utensils...

New dome-shaped, heat-proof, self-basting covers, originally designed for use with Wagner skillets, have been introduced by The Wagner Manufacturing Co., Sidney, Ohio.

The covers are available in three sizes, the smallest of which fits any 8-inch utensil, the medium size fits any 9-inch utensil, and the larger size fits any 10 to 10½-inch utensil, it was announced.

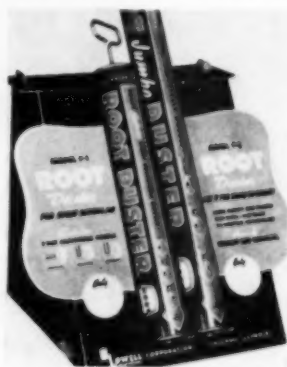
Further information is available from the manufacturer upon request.



New Display Stand for Root-Lowell Dusters.

A new, sturdy counter display stand for their plunger dusters has just been released by the Root-Lowell Corporation. The colorful, silk screened display holds one of each of these two dusters. The gleaming three color lithography on the dusters adds to the attractive appearance of the unit.

The display and window spot are



packed with a dozen of both dusters as a spring and summer special merchandising offer. Further information can be obtained by writing Root-Lowell Corporation, 445 N. Lake Shore Drive, Chicago, Illinois.

Walteo Introduces New Picnic Kit Line.....

A new line of kits for outdoor and other use has been announced by Walteo Products, 2300 West 49th St., Chicago 9, Ill. Available in three models, the kits are sturdily made and styled for eye appeal.

The Piknik-Kit is full sized, 12 x 14 inches, with two quart-size vacuum bottles and a large metal food container. Its leather-like, non-scaff, Walt-Hide bag has two carrying han-

dles, full zipper opening at the top, inside dividers, reinforced seam welling in complementary colors, and rot-resistant fiber bottom with jumbo protective studs. Model 504-A retails for \$10.95.

The Sportster has the same construction features, and contains two pint-size vacuum bottles with a clear plastic food container. It retails for \$8.95.

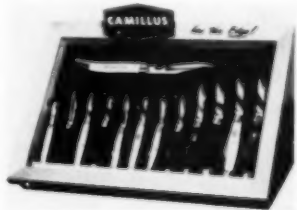
The Highlander Sports Kit is available in both the quart and pint size. It is 12 x 14 inches, and the carrying bag is a gay plaid in red or green of tough plastic. All construction features of the Piknik-Kit are incorporated in this Highlander Model 505-A, which retails at \$9.95 in the two-quart size. Model 502-A Highlander, which contains two pint-size bottles and plastic food container, retails for \$7.95.

New Display Case for Camillus Pocket Knives

Camillus Cutlery Co., Camillus, New York has released a new counter case to hold thirteen patterns of its open stock "Camillus" pocket knives.

This case, No. 52-12, is especially designed for smaller stores or secondary departments of larger stores where it is desirable to display thirteen knives in a small area, rather than twenty-four knives displayed in the full size "Camillus" counter case.

The case has a bleached oak frame and a red display panel, with a glass



cover. It displays any knife in the "Camillus" pocket knife line. It measures 15" wide x 9" deep x 10" high, taking up less than a square foot of counter space. The case, which is available from Camillus distributors, holds over seven dozen knives in a stock compartment, which has a lock.

South Bend Issues New Book on Fishing

South Bend Bait Co., 1400 S. High St., South Bend, Ind., has issued a



new book on fishing tackle—what tackle and when. Containing 116 pages of fishing lore, photos, tackle and fish pictures in color, the book is now available upon request, to South Bend Bait Co.

Arvey Introduces New V-Lite Household Material

The new No. 15 V-Lite, an all-purpose plastic household material, now is being marketed by Arvey Corp. of Chicago. A heavy-gauge sheet of plastic, clear, flexible, shatterproof, and with insulating qualities and toughness, V-Lite can be depended upon in many situations where glass is ordinarily used, it was announced.

Its lightweight and flexibility make it easy to handle and install and eliminate the construction required to support glass panes, making it ideal for summer houses and cabins, under skylights, as panes in interior doors, etc.

The plastic is easily sewn or heat-sealed to form covers for furniture, auto seats, shelves, luggage, and tennis racquets, as well as for shower curtains, rain capes, etc.

Further information and prices are available from Arvey Corp., 3462 N. Kimball Ave., Chicago 18, Ill.

Get EXTRA Sales MORE Profits!

with

TANDROTINE

the Popular PAINT THINNER!



IT'S PROVEN
IT'S ECONOMICAL
IT'S a Quality THINNER

ORDER
TANDROTINE Today!

Get ready for
EXTRA Sales,
MORE Profits.



TANDROTINE is preferred by both painters and home-owners for use wherever a high grade paint, enamel, or varnish thinner is needed.

That is because TANDROTINE is such an excellent thinner and cleaner of brushes, as well as a remover of grease. It also dissolves wax and does a hundred other household tasks. TANDROTINE has a high flash point, a pleasing odor, long leveling, and even flow. It is slow drying.

Get your supply now!

CLARK

QUALITY INDUSTRIAL FASTENERS SINCE 1876

Ask For Them By Name

Bolts . . . Nuts . . .
Rivets . . . Screws—have
provided their users with
almost 100 years of the
same dependable uniformity
of quality and accuracy of finish
that has made CLARK Products
famous for their greater security
and ease of application.

For Greater Security . . .
Fasten Fast with Clark Fasteners

CLARK BROS BOLT CO.

MILDALE, CONN.

Get Them From Your Local
Jobber or Distributor

6-M-24

BOLTS • NUTS • RIVETS • SCREWS



The Story of
Family Fun
with
SOUTH BEND CROQUET!

is being told to
8,000,000
FAMILIES
in
LIFE,
PARENTS'
and
HOUSEHOLD
magazines

SALES REPRESENTATIVES

East—Julius Levenson, 7 East 17th St., N. Y.
South—Louis Williams & Co., 3rd National
Bank Bldg., Nashville, Tenn.
Midwest—South Bend Toy Mfg., So. Bend, Ind.
Calif. & S. W.—Anderson Sales Company,
730 W. 10th Place, Los Angeles 15, Calif.
Denver & Pac. N. W.—Leo Scherrer, 2840 W.
93rd St., Seattle 7, Wash.
Export—Affiliated Exporters, Inc., 10 East
34th Street, New York City

SOUTH BEND TOY MFG. CO.
SOUTH BEND 23, INDIANA

**Green Spot Booklet Now
Available to Dealers . . .**

The Green Spot all-season-long consumer advertising program for garden hose accessories was launched April 19. Little Green Spot ads on a new take-it-easy theme will appear throughout the spring and summer months in national consumer publications.

All ads feature the Green Spot booklet, "How to Water Your Lawn . . . Right," illustrated by the famous cartoonist, Don Herold, and mention is made that it is available without cost



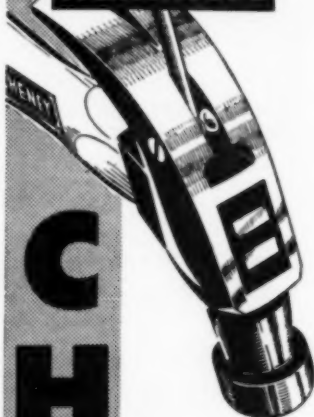
at leading hardware stores. Other Green Spot sales promotion aids, such as window streamers, window and counter displays, and suggested display ideas, are available to dealers, from Green Spot wholesalers or the Scovill Mfg. Co., Waterbury 20, Conn.

**Ruberoid Introduces New
Siding Visualizer**

To enable dealers to give prospective customers an accurate and realistic idea of how a particular form of asbestos siding will look when in place on a house, The Ruberoid Co., 500 Fifth Ave., New York 36, N. Y., has produced a new device called a Siding Visualizer.

The device is in the form of an attractively bound portfolio of a size (9½" x 13") convenient for showing either at a store counter or on a sales call. It opens up on a series of full-color close-ups of Ruberoid's new decorator-designed Color-Grained asbestos siding, showing details of the surface texturing and the soft duotone color combinations. An attractive modern ranch-type house, by means of a clever set of cardboard cut-outs, can be viewed in any one of the four color-grained siding styles—moss green, rustic brown, birch gray or mission ivory, according to the announcement from the manufacturer.

**nail holding
hammers**

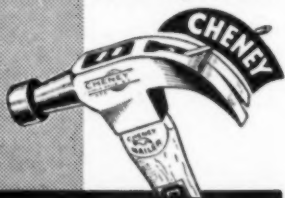


for
more
hammer
sales

Chenev 16 oz. No. 938 with
the exclusive Chenev Nail
Holding Device for driving
nails into the hard-to-get-at
places.

Sales Representatives:
JOHN H. GREGORY & CO., INC.
New York, N. Y.
STANFORD BROTHERS
Chattanooga, Tenn.

**Mr. Dealer:
use this pennant**



ESTD. 1898
HENRY CHENEV CORP.
LITTLE FALLS, N. Y., U. S. A.

Old Hi Says



Tackle Sense

means

Tackle Dollars!



Your H-I man has the tackle sense that means extra profit for you. That's because his business is selling tackle—and nothing else. He's in a position to know what tackle will move for you... what items may not. He knows tackle merchandising and display... offers you valuable sales tools that are proven volume-builders. Best of all, he is one great source for all your tackle needs—the H-I line (29,000 items) is complete, with tackle for every fisherman and every kind of fishing.

See your H-I man. Ask him about H-I's outstanding 1952 national advertising... let him show you how easily you can tie in for best results. Ask for his help, as a tackle specialist, in building your tackle business. He'll be glad to help—and you'll be glad he did!

If you don't know your H-I man, write us for his name.



**HORROCKS
IBBOTSON**
UTICA, N.Y.

Manufacturers of the Largest Line of Fishing Tackle in the World

SOUTHERN HARDWARE for JUNE, 1952

NEW PROFITS for You with

Rockwell HAND SAWS



16
PAGE
CATALOG

Now Ready for You

Complete
with illustrations,
application data
and specifications.

It's here... Rockwell's complete, new two-color catalog describing the finest... newest... most profitable line in the industry. Here's why:

1. A complete line in every detail: Hand Saws... Panel Saws... Compass Saws... Keyhole Saws... Nests of Saws... Buck Saws... Plumber's and Cable Saws... Plaster Cutting Saws... Mail Cutting Saws... Pruning Saws... All-Steel Buck Saws.
2. Simplified, yet complete catalog information for easy and correct customer selection. Speeds selling... builds customer confidence.
3. Famous Rockwell quality and dependability throughout.
4. Extremely interesting retail prices... with a new profit margin that will make Rockwell hand saws a top dollar producer for you.

Don't wait... act today. Mail the handy coupon for complete dealer information.

Rockwell Tools, Inc.



Subsidiary of ROCKWELL MANUFACTURING COMPANY
1314 KINNARD ROAD, COLUMBUS 8, OHIO

100 Years of Fine Quality Saw Making

ROCKWELL TOOLS, INC., 1314 Kinnard Road, Columbus 8, Ohio

- ☐ Please rush me _____ copies of the new Rockwell Hand Saw Catalog.
☐ Please advise name of closest stocking distributor.

Name _____
Company _____
City _____ Zone _____ State _____

**BUILD BLADE
BUSINESS**



**the
easy way**

HERE'S HOW:

Sell your customers the VICTOR line of hand and power hacksaw blades and flexible-back band saws—the line that, over the years, has outsold them all.

In addition, they'll appreciate copies of the timely, authoritative VICTOR Metal-cutting Booklet, full of helpful guidance on the selection, use and care of metal-cutting equipment. Be sure you have a supply on hand—we're making sure, with consistent advertising, that your customers know about them.

Sold only through recognized distributors

VICTOR
SAW WORKS, INC. • MIDDLETOWN, N.Y., U.S.A.
Makers of Hand and Power Hack Saw Blades,
Frames and Metal Cutting Band Saw Blades

**New Flex-O-Glass
Introduced by Warp**

A new transparent Flex-O-Glass made of plastic is being offered by Warp Brothers, Chicago, Ill. The new product eventually will replace the original translucent, wax impregnated cloth product, the first in a long line of glass substitutes produced by the company.

The new Flex-O-Glass is said to hold in heat, keep out cold, let in the sun's ultra violet rays, last for years, and to be absolutely shatter-proof. Its transparency makes it desirable for taking up as low-cost glass substitute for storm doors, windows, and porch enclosures, it was announced.

The 36" flexible plastic sheets are ideal protection for wall areas behind sinks, wash bowls, stoves, etc., it is claimed. It can be sewn, ce-



mented or heat-sealed with a hot iron to permit the making of dust covers for appliances, books and furniture, as well as for garment bags, rain capes, seat covers, aprons, and other items.

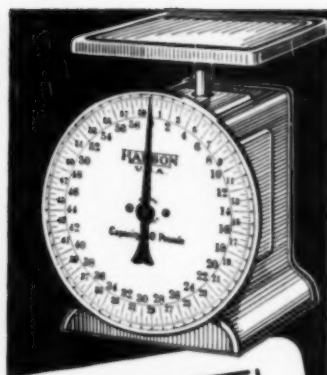
Flex-O-Glas now is available in 25, 50 and 100 yard rolls, all 36 inches wide.

**Calbar Offers Caulking
Compounds in 26 Colors**

To meet the demand of colorful building material requirements, Calbar Paint & Varnish Co., 2612 N. Martha St., Philadelphia, Pa., is marketing its caulking compounds in 26 permanent colors.

From hundreds of sample materials gathered from manufacturers, 26 colors were selected as standard to match or harmonize with shingles, roofing and siding, without painting.

Included in the color range are several shades of greys, browns, reds, tans, blues, greens, and ivory and buff, as well as natural, brilliant white, black, and aluminum, it was announced.



**HANSON
60 Pound
UTILITY SCALE
No. 2040**

For industrial and farm weighing requirements. Sturdy, accurate all steel construction. Platform 7" square. Overall 10 1/2" x 8" with 8" diameter, easily read dial. Adjustment for scoop or container. Shipping weight 8 1/2 pounds. Capacity 60 pounds by 2 ounces.

SEE YOUR JOBBER
HANSON SCALE CO.
325 N. ADA ST., CHICAGO 22, ILLINOIS

**Consumer's
RUBBER TILE CEMENT**

**contains
REAL RUBBER**

- ✓ Ready to use.
- ✓ Cannot warp or injure tile.
- ✓ Fast tack, slow setting.
- ✓ Tight, permanent bond.

Waterproof



Covers
150 Square Feet
Per Gallon

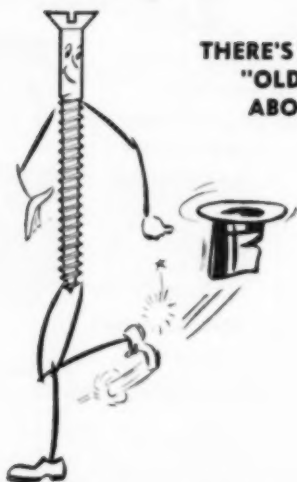
Available in
QUARTS, GALLONS,
5 GALLONS

**ORDER FROM
YOUR
WHOLESALE
or direct**

Generous Sample
on Request



CONSUMERS GLUE CO.
1515 N. HADLEY ST. ST. LOUIS 8, MO.



THERE'S NOTHING
"OLD HAT"
ABOUT US

SOUTHERN WOOD SCREWS

keep ahead of the industry

Everything at Southern is completely up to the minute. Southern wood screws are made in a thoroughly modern plant, of the finest materials available, with the very latest types of machinery. But that's not all!

Our production engineers have developed a unique inspection routine that assures perfect uniformity in every box of wood screws that leaves our factory . . . an exclusive Southern Service to you. And our packaging people were the first to pack bulk screws in sealed cans for your protection and convenience.

Yes . . . you can look to Southern for progressive planning and manufacturing. For we believe in keeping ahead of our industry, in order to provide you with the very best wood screws that current conditions make it possible to produce.

Write today for the Southern Catalogue

Slotted or Phillips head
wood screws

FACTORY WAREHOUSES

4100 Dell Ave.
North Bergen, N. J.

280 Decatur, S.E.
Atlanta, Georgia

325 W. Ohio St.
Chicago 10, Ill.

SOUTHERN SCREW COMPANY

110 Rickert Street

Statesville, North Carolina



SOUTHERN HARDWARE for JUNE, 1952

triple sales appeal BY DRAPER-MAYNARD

TOP QUALITY • TOP DESIGN • TOP PROFITS

"PICKPOCKET" FIELDERS' GLOVE

Three-finger Model,
"Pre-formed" Pocket.
Has received universal
approval and acceptance.
An outstanding value!



"TRAPPER" MODEL BASEMEN'S MITT

"Trap Action" closes mitt
automatically. A big hit from
coast to coast!



"HINGE FORMED" POCKET CATCHERS' MITT

Hand-molded with full
"break." Genuine cow-
hide scoop model with
adjustable wrist. A sales scoop!

Sales resistance fades fast when you flash this "trio" by Draper-Maynard—for more than a century, makers of the famous "Lucky Dog Kind" of Sports Equipment! Order the complete DRAPER-MAYNARD line from your Wholesale Distributor right away.



THE DRAPER-MAYNARD CO., Cincinnati 32, Ohio



**Red Devil**PAINTERS' AND GLAZIERS'
QUALITY CUTLERY

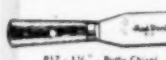
P1 - 1 1/2" - 4"



P23 - 1 1/2" - 4"



P2 - 2 1/2" - 4"



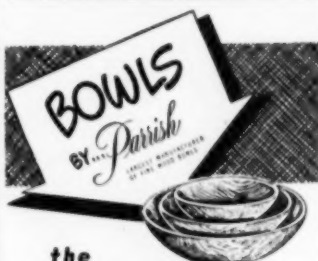
P17 - 1 1/2" - Putty Chisel

P1 SERIESPutty Knives and
Wall Scrapers—
Cockle handle—
—Close of stiff
or flexible blade**P23 SERIES**Putty Knives and
Wall Scrapers—
Full long handle—
Teele handle**P2 SERIES**Wall Scrapers—
Overseer handle—
—Highest quality
diamondThe most com-
plete line of paint-
ers' and glaziers'
cutlery.

Products of

Red Devil Tools.

Irvington 11, N. J., U.S.A.

**the
SALAD BOWLS
EXPERTS USE**

FIVE complete distinctive lines to enthrall all classes of trade. Bowls in the exclusive Parrish finish—the finest made—in choicest woods; also popular priced lines of beautiful quality for home and professional use. Complete lines of woodenware backed by more than half a century of wood craftsmanship.

Write for illustrated folder and price list that shows the way to sales and profits.

J. SHEPHERD PARRISH CO.
205 W. Wacker Drive Chicago 6, Ill.

CLASSIFIED

Electrical Contracting, Hardware, appliances, and supply business for sale. Good income, good opportunity. Established since 1924. Owner has made his, wants to retire. Price low. Do not miss this. Southern Hardware, Box 660, 806 Peachtree St., N.E., Atlanta 5, Ga.

**P&S Offers Dealers New
Color Chip Chest**

Containing more than 150 separate color chips ranging from pastels to deep shades, a handy and compact Treasure Chest of Colors now is being made available by The Patterson-Sargent Co., Cleveland 14, Ohio, to help customers solve their interior painting problems.

Featuring the complete made-with-oil Flatlux line of flat and sheen finishes and covering base colors, let-downs and intermixes alike, each



paint color chip carries full tinting instructions on the reverse side.

Currently, the novel Treasure Chest of Colors is being advertised nationally in consumer publications.

**New Plastic Kits for
Irwin Expansive Bits**

The Irwin Auger Bit Co., Wilmington, Ohio, announces a new plastic kit for packaging its Lock-head and Micro-Dial expansive bits. The bits now will be available in either regular Sellopak display box or in the new plastic Sellopak kit.

Made from heavy brightly colored plastic and reinforced on all edges with contrasting tape binding, the kits have a transparent and tough plastic panel that per-

NEW MAGIC CLEANER—

Copper Brite
INCORPORATED

**Cleans Copper
Brass and
Stainless Steel
Cookware—**

**SPARKLING
BRIGHT**

**IN
1 SECOND!**

**WIPE ON AND
RINSE OFF!**

No Rubbing—No Scrubbing



Seal of Approval—
U. S. Testing Co.

**MONEY-BACK GUARANTEE
ON EVERY BOTTLE**

Sold through hardware, variety and
department stores exclusively

COPPER BRITE, INC.

1109 N. Poinsettia Place
Los Angeles 46, Calif.

RETAIL

89¢ 8 oz.
\$1.49 FULL PINT

FAIR TRADED

mits the bit to be seen for display selling. A fold over flap at the top, with sturdy snap fastener, keeps the bit snugly in place and closes the extra pocket.



FITLER

SERVES THE SOUTH

A ROPE FOR EVERY NEED
"WATERPROOFED"



- Manila Rope
- Sisal Rope
- Lariat Rope
- Fishing Rope
- Transmission Rope

For 148 years the South has been a consistent user of FITLER ROPE. Look for the Blue and Yellow Registered trade mark on the outside of $\frac{5}{8}$ " diameter and larger sizes and on the inside of all smaller sizes of Fitler Brand Pure Manila Rope.

THE EDWIN H. FITLER CO.
Philadelphia 24, Pa.

UKELELES, GUITARS, VIOLINS
and other string instruments

Make extra profits by handling these additional lines.

WRITE US FOR DEALERSHIP DETAILS

CONTINENTAL MUSIC

DIVISION OF C. G. CONN. LTD.

146 Marietta St., N. W.

Atlanta 3, Ga.

STRINGERS THAT SELL THEMSELVES



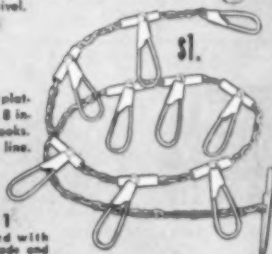
C-60

Cadmium plated chain stringer, 45" long, 8 fixed safety snaps on strong welded link. Designed with center swivel.



C-100

De Luxe 60" cadmium plated chain stringer... 8 individual safety slide hooks. Finest in the Frabill line.



.25c



6 IN 1

All cord with steel blade and ring
FISH STRINGER
HOOK
DISGORGER
FISH SCALER
MEASURING
RULE
BOTTLE OPENER
SCREW DRIVER

NEEDLE TYPE No. 4 Mason Line, choice of ring and spike in brass or steel. 4 to 12 ft. lengths.



10¢
to
30¢

FRABILL MFG. CO. 938 W. Walnut St. Milwaukee 5, Wis.

NEW COLUMBIANA "ALL-IRON" PITCHER SPOUT PUMP



Fig. 19, No. 2

Here are some of the outstanding features that make Columbiana the preferred name in hand pumps for the entire world:

- ★NON-DRIP SPOUT
- ★ADJUSTABLE REVOLVING BEARER
- ★ANTI-FREEZE ACTION
- ★CUTAWAY BASE permits placing

bucket directly under spout. Designed for wells and cisterns up to 25 feet deep. This low-price, high-quality 20-pound pump is 18 1/2" high, has a 3" polished cylinder diameter and a 1 1/2" suction connection for standard pipe tap. Finished in handsome green enamel. Write today for complete information.

Established 1888

Columbiana PUMP COMPANY

COLUMBIANA, OHIO, U. S. A.



**MARSHALLTOWN
TROWELS**

MARSHALLTOWN TROWEL COMPANY • MARSHALLTOWN, IOWA



ATKINS Silver Steel SAWS

- HANDSAWS
- CROSSCUT SAWS
- CIRCULAR SAWS
- HACKSAWS
- KEYHOLE SAWS
- ALL OTHER TYPES



Silver Steel FILES



S. C. ATKINS AND COMPANY
402 South Illinois Street • Indianapolis 9, Indiana

New Display Carton Designed by Baker.

A new method for packaging quality paint brushes has been devised by Baker Brush Co., Inc., to present its new "3-4-1" brush. This item, which is actually three brushes in one—a 4-in. wall brush, a 2½-in. varnish brush and a 1½-in. sash brush—provides, in a single brush, all the sizes ordinarily required for doing a complete house-painting job.

The packaging problem was solved by the company by designing a die-cut and scored sheet of paperboard, held together with a metal tab, that



completely covers and protects all sides of the assembled brush.

An attractive counter display carton to hold individually packaged units was also designed, the art work of which features drawings of figures doing various paint jobs.

Complete directions on how to assemble the brush, as well as full instructions on how to clean the brush when used in various types of paints, are printed on each brush wrap.

Details on the new "3-4-1" brush may be obtained by writing on business stationery to the Baker Brush Co., Inc., 83 Grand Street, New York 13, New York.

WRIGHT POULTRY NETTING



Woven with perfectly straight selvage and even mesh. All standard sizes, mesh and wire. Users look for the bright "Rooster" trade-mark.

G.F. WRIGHT STEEL & WIRE CO.

WORCESTER • MASSACHUSETTS



69c.

Suggested
Retail Price
LOOK FOR the
blue ball with
the red-arrow
guide . . .

Cash in on
26,000,000 potential
customers who will read
about NON-JIGGLE in
LIFE Magazine! Sell
NON-JIGGLE, the perfect
seating tank ball —
backed by a national
advertising campaign!

ADVERTISED IN LIFE

NON-JIGGLE RITE-FIT TANK BALL stops toilet drip!

Easy to install • Fits any flush valve



- Individually boxed in new red, white and blue package.
- Large counter display box nests 12 individual boxes.



Booths 1316-1318, Nat. Housewares Show

Scharf Magnetite LEVELS

The ONLY Magnesium
Level on the
Market!



1/3
LIGHTER
than ALUMINUM

- Profitable, Fast Selling, Nationally Advertised
- Available in 10 Sizes from 12 to 72 inches
- Replaceable Vial
- Beautifully Designed, Accurate, Dependable

J. H. SCHARF MFG. CO., OMAHA, NEBR.

Sell . . .

SWAN GARDEN HOSE!

- FIRST IN VALUE . . .
- FIRST IN SALES VOLUME . . .
- FIRST IN RETAIL PROFITS . . .

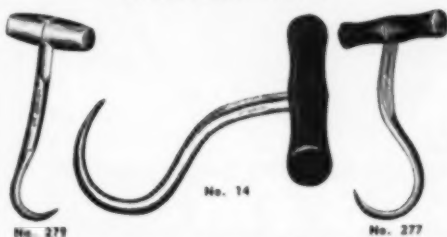
SWAN RUBBER CO.

Bucyrus, Ohio

World's Largest Manufacturer of Garden Hose

MECHANICS' TOOLS and HARDWARE SPECIALTIES

THE COTTON HOOKS
MANUFACTURED FOR THE
SOUTHERN TRADE



Hand forged from the finest steel. Other hooks made in other shapes and sizes. We also manufacture a featherweight ten-rivet plastering trowel with new outstanding features. Call your jobber today or write for catalog.

GUARANTEED • SINCE 1830

WILLIAM JOHNSON INC.

BRENNER AND KENT STREETS—NEWARK 3, N. J.



You should enjoy the luxury of this five million dollar vacation paradise . . . hundreds of gorgeous acres and palm trees—on the ocean between Ormond and Daytona Beach.

Golf, tennis, fishing and ocean bathing at your door. Every convenience for children . . . nurseries, playgrounds. Near gay entertainment . . . unsurpassed sightseeing, amusements, recreation. Fully equipped apartment—villa with living-dining room, separate bedroom, tiled bath, electric kitchen—a Shangri-La for your entire family—only \$59.50 weekly. Two and three bedroom villas slightly higher. Florida is superb right now—write for folder, rate sheets and any special information.



SOUTHERN HARDWARE for JUNE, 1952

flexible
metal poppet



order from
your jobber

Strataflo

Check Valves

ALL POSITION

Patented, Flexible Monel Metal Poppet cannot leak. Quiet and very sensitive in operation. For cold or hot water or steam. 200 pounds pressure. One-piece brass shell. Made in seven sizes. Ask for Bulletin 204.

**STRATAFLO
PRODUCTS, INC.**
FORT WAYNE, INDIANA



- It SELLS because it's Tough Solid Braided Cotton!
- It SELLS because it's Wear Resistant!
- It SELLS because it's Pliable for Easy Installation!
- It SELLS because it's Nationally Advertised!

Your customers quickly identify Spot Sash Cord by the colored spots, our registered trade-mark. For new installations or replacements, recommend strong, job-tested Spot Sash Cord.

YOUR JOBBER HAS IT!

Also ask him about the complete Samson line, including Tite-Rope, wire-centre, plastic-coated clothes line; Whale, solid braided cotton clothes line; venetian blind, awning and marine cords; and other small lines.

Samson
CORDAGE WORKS
BOSTON 10, MASSACHUSETTS



You get the **NATIONAL**
HOUSEWARES PICTURE
only at the
NATIONAL
HOUSEWARES
EXHIBIT

New Products . . . New Merchandising Ideas
. . . New Display Techniques . . . Changes
in Consumer Distribution . . . Production.

These are all vital factors affecting your business.
And you get the national picture no where else but
at your industry's one and only national meeting
place—the NATIONAL HOUSEWARES EXHIBIT.

The rapid growth of the housewares
industry in recent years makes it impossible to
get a complete national picture of your
industry any other way.

To learn and fully understand what your
large and varied industry is doing and planning,
you need the NATIONAL HOUSEWARES EXHIBIT.
It offers you the only opportunity to learn top
management's thinking on matters necessary
to your business — and all on a
personal, face-to-face basis.

If you plan to stay — and grow — in the
housewares business, there is absolutely
no other way to get the
NATIONAL INDUSTRY PICTURE.

JULY 7-11
(MONDAY THROUGH FRIDAY)

AUDITORIUM
ATLANTIC
CITY, N. J.

NATIONAL HOUSEWARES
MANUFACTURERS ASSOCIATION

1140 Merchandise Mart, Chicago 54, Illinois

YOU'LL SELL 'EM




2 to 1

YOURS IN FIVE SIZES
● — FROM 20¢ TO 40¢

FRABILL'S

BOB 'EM 2-WAY

FISH FLOAT FOR CASTING OR
JUST PRESS 'N TURN STILL FISHING



- BRILLIANT RED AND WHITE
- BRASS CAP FOR CASTING OR STILL-FISHING
- LIGHT WEIGHT
- HARD PLASTIC

FRABILL MFG. CO. 938 W. Walnut St.
Milwaukee 5, Wis.



MORE and MORE
horses and mules are
wearing **PHOENIX SHOES**

THE MOST POPULAR OF ALL BRANDS

Year in and year out, Phoenix leads the field in sales.
That's because year in-year out, Phoenix leads the field
in service.

There's a size, weight and style for every horse and mule
working under any condition. It's easy to see that Phoenix
means business. So cut yourself in on the profits! Stock
and recommend Phoenix Horse and Mule Shoes NOW!

World's Largest Manufacturer
of Horse and Mule Shoes and Calks.

PHOENIX MANUFACTURING COMPANY

Joliet, Illinois



Catasauqua, Pa.

Southern **FARM EQUIPMENT**

JUNE, 1952

Section of SOUTHERN HARDWARE

806 Peachtree St., N.E.
Atlanta 5, Ga.



It's Here... EAGLE HITCH Farming



Case dealers have in Eagle Hitch Farming another smashing sales advantage. Here is what farmers have dreamed of since the first mounted implement, what they've wanted since the earliest gas tractors. Eagle Hitch Farming is a revolutionary new way of doing farm work, new freedom from heavy hefting and tedious tinkering. Along with new Live Power Take-Off and Live Hydraulic Control, Eagle Hitch now adds amazing ease and convenience to all the other superiorities of big 2-plow "SC" and 3-plow "DC" Case Tractors. With a wide selection of mounted implements—planters, cultivators, roller-packers, loaders, the first and only Break-Away Contour Plow, implements and tools of every description—Case dealers have a brilliant new opportunity to sell by demonstration, to serve by selling. J. I. Case Co., Racine, Wis.

Since the period immediately prior to World War II, wage rates for farm labor have been in an unprecedented rise. Today, they are nearly four times the 1935-39 average. By comparison, prices of new farm equipment have shown only about half that rate of gain



FARM MACHINERY

... it's still the farmer's best buy

A FURTHER REDUCTION in the available farm labor supply, plus rising farm wage rates, will continue to stimulate the demand for labor-saving farm machinery and equipment.

Respite the fact that prices of farm equipment in the first three months of 1952 averaged 6 to 8 percent higher than in 1951's first quarter and 12 percent higher than in mid-1950, they have by no means kept pace with the rise in wage rates for farm labor and prices for most other things that enter into the farmer's production cost.

That farm equipment is still the farmer's best buy is clearly disclosed in the current issue of the U. S. Department of Agriculture publication, "The Farm Cost Situation."

Since the period immediately prior to World War II, wage rates for farm labor have been in an unprecedented rise. As compared with a base of 100 for farm wage rates in the period 1935-39, the base in 1951 was 388. In 1951, then, the average wage rate for farm labor was close to four times the 1935-39 average. Gross production per man hour also has increased notably, probably as a result of increased mechanization. From a base of 100 in the period 1935-39, gross production soared to 162 for 1951.

The price of farm machinery

Despite modest advances, prices of new equipment have not kept pace with substantial increases in farm income, wage rates and prices of most farm products

during this same period is in sharp contrast to the rising cost of most commodities. From a base of 100 in the 1935-39 period the average price of all commodities had increased to 220.

Referring to the farm labor situation, the Department of Agriculture publication predicts that the available farm labor supply in 1952 will be smaller than in 1951, with farm wage rates for the year as a whole expected to average 5 to 10 percent above last year. (In January 1952, wage rates were 11 percent above January 1951).

"There will be difficulty in getting enough seasonal workers in some local areas, and the supply of year-round workers will continue tight in many local areas. In general the labor supply is expected to be adequate for continued high-level agricultural production, but to get the job done it will be necessary to make good use of labor-saving devices and techniques to make full utilization of each worker and to have an effective recruitment and placement program. Some further loss of farm workers to both industry and the armed forces is in prospect for this

year," the report predicted.

Referring to the farm machinery situation the publication says:

"Prices of machinery rose about 9 percent in the last half of 1950. Since then there has been only moderate price increases. Prices in February 1952 were about 12 percent higher than in June 1950, and the highest on record. Since 1941, however, prices of new farm machinery have increased less than prices of farm products, farm incomes and farm wage rates. This relationship has been favorable to increased purchases of machinery. With large acreages of the major crops, high farm incomes and short supplies of farm labor in prospect in 1952, farmers probably will continue to purchase a large volume of new machines and equipment.

"Production of farm machinery in 1952 probably will be moderately below the average of the past four years. Initial material allotments to the farm equipment industry for the first two quarters of 1952 would have permitted production at 80 to 85 percent of the requirements. However, an easing

(Continued on page 115)

Manager Clyde O. Koons, behind the parts counter, helps a farmer select an oil cartridge. His promotional campaign increased parts volume 150 percent and new sales 100 percent over a three-month period. Farm-to-farm surveys, demonstrations, and direct mail brought astonishing results during the promotional period.



How they planned a successful

A CAREFULLY - PLANNED sales campaign conducted over a period of three months not only resulted in increased sales of new equipment, but boosted parts volume as well for the Frederick Motor Co., farm equipment dealers in Frederick, Maryland. Sales for the three-month period were sharply above those for the corresponding months of the previous year.

Manager Clyde O. Koons, in guiding the campaign, used virtually every type of advertising and promotional device in his ef-

forts to reach all farmers within the firm's trade area. In addition to constant personal contact, Koons utilized direct mail, movies, advertising and demonstrations. For the three-month period, sales compared with the 1950 period as follows:

Sales Campaign

By B. Miller

	Parts 1950	1951
Sept.	\$1495.88	\$2129.59
Oct.	\$1770.79	\$4243.
Nov.	\$2313.57	\$5591.64

	New Tractors and Implements 1950	1951
Sept.	\$7133.95	\$7977.03
Oct.	\$3371.50	\$7378.98
Nov.	\$4824.26	\$7426.52

In pointing to this impressive sales gain, Koons explained the manner in which the campaign was conducted.

"The first thing we did was to hire two farmers from this area on straight salary for the three-month period. They became our outside salesmen. As farm owners and operators of our equipment, they were thoroughly acquainted with our tractors and equipment. Each man received a route from me daily, listing the names of farmers he was to call on. Living in the area, these farmer-salesmen knew many of the prospects personally, and had a good idea of their problems and equipment needs."

Koons indicated that a daily report was expected on each call made. An order book was part of each salesman's equipment. They

(Continued on page 117)



Mechanics confirm the repair work recommended by outside salesmen and point out mechanical defects of equipment to farmers in the shop

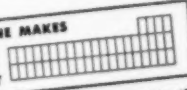
FACTS you should know about baler twine —You Be the Judge

1H BALER TWINE, made of Sisalana . . . vs . . . IMPORTED HENEQUEN TWINE

When you buy 1H baler twine you get twine made from genuine sisalana fiber which has been proven best by test. Use of sisalana fiber makes it possible to guarantee full strength, length and weight in every bale of 1H baler twine. Read these facts about 1H baler twine. Judge for yourself. You'll know you're buying the best.

1 BALE OF 1H TWINE MAKES

500 BALES
(36 inches long) OF HAY



A bale of 1H baler twine makes an average of 500 bales (36 inches long) of hay. A bale of imported henequen twine averages only 444 bales. You get up to 56 more bales of hay from each bale of 1H twine.



225 FT. TO 1 POUND

1H baler twine is guaranteed to average 225 feet to the pound or 9,000 feet to the bale, giving you 1,000 feet more to every bale than with henequen twine.

Tensile Strength 325 lbs.

1H baler twine has a proven average tensile strength of 325 pounds, enabling you to bale firm, securely tied bales, without fear of twine breakage in handling and storing.

UNIFORMITY—Every foot of 1H baler twine is uniform and runs smoothly through the needle eye without bunching or knotting. There are no delays, no stopping to clear twine tangles.

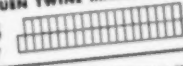
CONTINUAL TESTING of 1H baler twine during manufacture assures you that every bale you buy will be of the same standard quality, that it will always pass the quality and quantity specifications claimed for it. Modern testing methods and equipment used in manufacture assure you of quality baler twine, always.



Imported baler twine made from henequen fiber is weaker than sisalana twine because henequen is one of the lowest grades of hard fiber grown. Tests show that henequen twine is weaker—and experience has proved that weak baler twine means extra work and extra time in handling and storing your hay and straw.

1 BALE OF HENEQUEN TWINE MAKES ONLY

444 BALES
(36 inches long) OF HAY



That's all you can bale with the average henequen twine bale. This means fewer bales of hay per bale of twine—more stops for refills, less trouble from baling—extra time and work in handling and storage.



200 FT. TO 1 POUND

This is the average length per pound of henequen twine. Sometimes you get only 190 feet per pound. You can never be certain.

Tensile Strength 265 lbs.

With an average tensile strength of only 265 pounds, it is not practical to make the average weight U. S. bales, with henequen twine. Sometimes its tensile strength drops as low as 231.5 pounds. You may have real trouble if you get twine testing this low.

UNIFORMITY ? ?—Imported henequen baler twine is not uniform. Sometimes it runs thick, sometimes thin. Some of it is knotty. Some of it has a lot of loose strands. Those undesirable features will make trouble at baling time.

TESTING ? ? ?—You don't know whether or not it's tested for quality. We do know that it does not meet the same for quality used in the manufacture of 1H baler twine.

To insure trouble-free baling, with no stopping, no twine breakage . . . to get more tonnage per twine bale, insist on 1H baler twine—consistently of superior quality, with more than 50 years of twine manufacturing experience behind it. Order your supply now.

DEALER'S NAME
ADDRESS • PHONE

This important message, giving the facts about baler twine made from henequen fiber versus baler twine made from sisalana, will be shown to the American farmer by International Harvester dealers everywhere.



INTERNATIONAL HARVESTER

International Harvester products pay for themselves in use—McCormick Farm Equipment and Farmall Tractors . . . Motor Trucks . . . Crawler Tractors and Power Units . . . Refrigerators and Freezers—General Office, Chicago 1, Illinois

Overby, center, discusses a used tractor sale with a prospect. This particular unit, a 1947 model, was bought by Overby for \$1,000 and reconditioned for \$250. It sold for \$1750. To successfully sell used tractors, Overby says, "it is necessary to understand buyers of such equipment, for they differ from new tractor purchasers."



Here's a profitable formula for

Selling Used Tractors

DURING THE past 10 years John Overby, owner of Overby Tractor Co., Taylor, Texas, has sold more than 2,000 used tractors. This impressive sales record was possible, he explains, because of the fact that he has offered a variety of used tractors in all the leading lines.

"There always is a current demand for used tractors," Overby said, "but in order to sell used tractors successfully, it is necessary to understand buyers of such equipment. They differ greatly from new-tractor buyers."

To Overby, many dealers hurt their sales of used equipment by giving insufficient consideration to used units of competitive lines.

Record of more than 2,000 used tractors sold in the last 10 years is proof of the actual value of this dealer's plan

"Once a dealer has established himself in a territory, new tractor sales are made, in a large majority of cases, to farmers who already are using that line of equipment. Occasionally a farmer may be won from a competitive line, but those sales occur too seldom to be considered a major source of sales. As a result of re-selling old customers,



Overby concludes the sale of a used tractor in his office. Used customers, he says, buy a used machine to wear out, not trade in; and their next purchase probably will be a used one



Repair parts and service for all popular makes of tractors are a necessity and profitable phase of Overby's successful plan

the dealer accepts in trade for his new tractor an old one of the same make. His used equipment lot, then, is filled with tractors of the same manufacture."

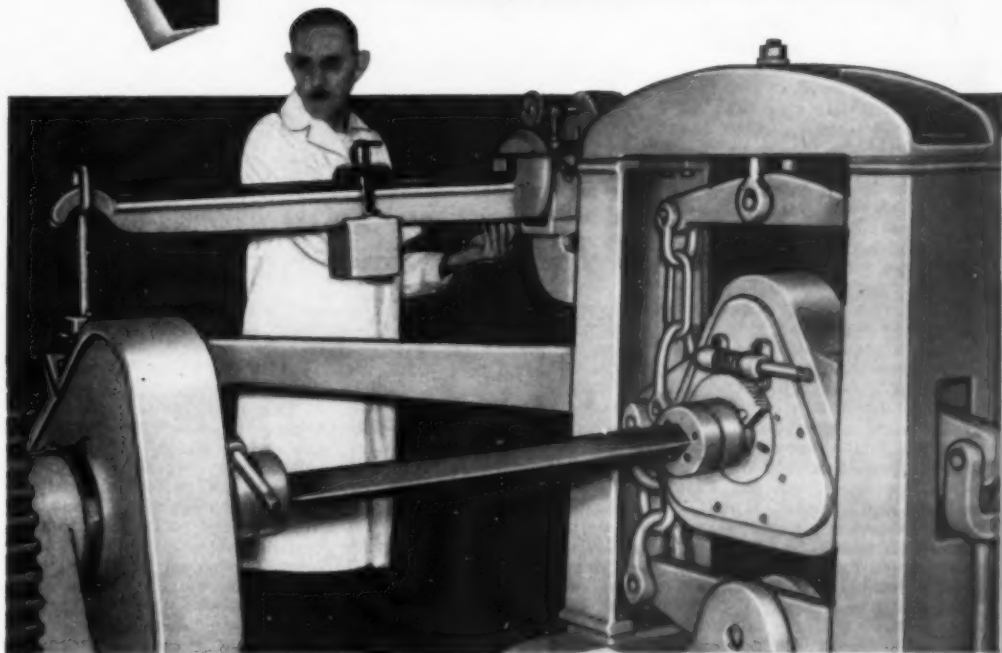
According to Overby, this is a major mistake.

"Seldom," he said, "can a prospect for used equipment be sold a tractor in any line but the one he had in mind. There are a number of reasons for this. He may own a tractor which is about worn out. It has no trade-in value, and so the farmer feels the best arrangement is for him to keep the old unit for the parts which might

(Continued on page 113)



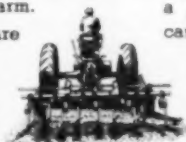
This piece of steel will never be a John Deere Tool Bar!



THERE were so many ways it qualified as tool bar material—this piece of steel.

First of all, it looked right. No visible flaw betrayed it, even to the most experienced eye. And chemically it was sound, too. It possessed just the right elements in just the right quantities. Test after test failed to reveal any defect. Certainly this piece of steel seemed destined to see service on somebody's farm.

But John Deere specifications are most exacting. The bar must pass still another test. It was placed in the iron grip of a torsion tester,



a complex arrangement of mechanical muscles that literally twisted the bar to a point where it maintained a permanent set. Then, the load, or pressure, required to do this was measured. And, though readings showed this pressure to amount to tens of thousands of pounds, it was not enough.

So—this piece of steel will never be a John Deere tool bar—simply because, in just one way, it failed to measure up to the uncompromising John Deere standard of Quality.

J O H N D E E R E



USDA reports on net farm income:

The Outlook for 1952

FARMERS' NET INCOME in 1952 is expected to be about the same as or slightly less than the 14.9 billion dollars they realized last year, according to the recent issue of the Department of Agriculture's "The Farm Income Situation."

The publication points out that gross farm income, which was 14 percent higher in 1951 than the year before, "seems to be leveling off with lower average prices largely offsetting increased output. On the other hand, farm production expenses which rose 12 percent last year, are still rising though at a considerably slower rate. This combination indicates a small decline in this year's net income. The total national income in the first quarter of 1952 was at a rate 3 percent above the 1951 average, and is expected to continue to increase during 1952."

Since prices paid by farmers for commodities they use for family living probably will average at least as high as last year, the publication states that any decline in farmers' net income is likely to be

fully reflected in their purchasing power.

"In fact, the purchasing power of farmers' total net income this year may turn out to be from 3 to 5 percent lower than in 1951 and lower than in any of the previous 10 years except 1950.

"Gross receipts from farm marketings, the principal element in farmers' gross income, may be slightly higher than the 1951 total of 32.8 billion dollars. If growing conditions are average, the total volume of farm marketings is expected to be somewhat larger than last year, and probably larger than in any previous year. How-

With net farm income expected to decline slightly from the 1951 level, closer attention to selling programs is the order of the day if farm equipment dealers are to win their share of the farmer's dollar

ever, prices of farm products are likely to continue to average a little lower than in 1951, offsetting most, if not all, of the expected increase in volume.

"Prices so far in 1952 have averaged 3 percent lower than the average for all of 1951. Cash receipts from wheat and dairy products will probably be higher in 1952 than in 1951. Assuming average yields and prices at about current levels, corn and cotton receipts also would be higher. But receipts may be lower in the case of meat animals, eggs, flaxseed, soybeans, and some fruits."

Favorable prices for cotton in-

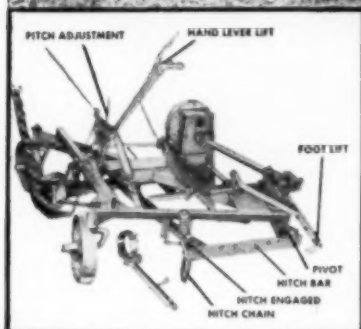
Cash receipts from farm marketings, by States, January-February 1951-1952

State and region	Livestock and products		Crops		Total	
	1951	1952	1951	1952	1951	1952
	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars
Delaware	13,886	13,969	1,439	1,849	15,325	15,818
Maryland	27,999	29,339	4,942	5,372	32,940	34,711
Virginia	33,387	32,909	28,950	25,730	62,337	58,639
West Virginia	11,916	11,730	4,594	4,933	16,510	16,663
North Carolina	23,135	27,407	23,969	29,947	47,104	57,354
South Carolina	11,369	12,717	10,626	17,165	21,995	29,882
Georgia	34,408	42,219	18,250	25,064	52,658	67,283
Florida	19,184	20,803	89,227	84,210	108,411	105,013
South Atlantic Region	175,283	191,093	181,997	194,296	357,280	385,389
Kentucky	41,568	42,612	83,696	82,222	125,264	124,834
Tennessee	32,807	34,467	40,938	41,222	73,745	75,689
Alabama	21,287	24,704	17,505	17,505	38,792	42,209
Mississippi	18,596	20,823	46,529	46,529	65,125	67,352
Arkansas	26,321	28,636	33,671	44,820	59,992	73,456
Louisiana	18,071	19,469	28,185	28,531	46,256	47,000
Oklahoma	58,988	57,518	14,532	21,822	73,520	79,340
Texas	111,569	113,921	128,646	146,627	240,215	260,548
South Central Region	327,107	342,150	393,700	425,264	720,807	767,414
United States	2,861,182	2,879,992	1,521,295	1,740,608	4,382,477	4,620,600



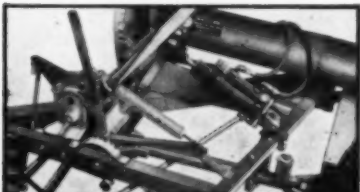
FARMER-OWNERS REPORT THAT—

IT'S EASY TO CUT 35 ACRES A DAY with this **UNI-MOWER**



MM BAR-GUARDS CUT COSTS

Three available types of cutter-bar guards—"Pen vine lifter" (a), "Stab" (b), and "Rock" type (c)—make one cutter-bar do the work of several by interchanging guards.



EASY TO OPERATE FROM ANY TRACTOR SEAT

Available Uni-Matic Power linkage provides single-lever, automatic hydraulic control of cutting height right from tractor seat. Regular manual controls also easily reached from seat.

MM ADVANTAGES PROVIDE FASTER, BETTER MOWING

When hay is at its peak and ready to be cut, it's the farmer with real production tools that harvests top quality crops . . . and does it faster and better than ever before. With the pull-behind MM Uni-Mower it's easy to cut up to 35 acres a day with a 7-foot cutter bar. That means real production when the crop is ready and weather is right. It means top quality hay for meat, milk or market . . . fewer hours in the hay field . . . lower costs and bigger profits!

UNI-MOWER FEATURES LIKE THESE PAY OFF WITH PROFITS

GREATER FLEXIBILITY: Mower mounted at the rear of the tractor eliminates side draft. Caster wheels follow contour of the ground to get all the crop. Unbeatable along fences and in corners.

RIGID CONSTRUCTION: Heavy-duty "push-pull" bar keeps the sickle in line, assures user of a rigid cutter bar. Roller bearings on all major shafts and drives.

GREATER SAFETY: Power take-off and V-belt pulleys are shielded to provide greatest possible safety. Pull-behind mower allows operator to see and avoid most field obstacles. Safety spring release

further protects mower, allows mower to swing to rear if sickle bar strikes an obstacle. Driver just backs tractor to re-engage.

FITS ALL TRACTORS: For quick, easy attachment to all modern farm tractors, the Uni-Mower includes attaching hitch bar as standard equipment. Available with cutter bars of 5-, 6-, and 7-foot lengths.

SIMPLIFIED POWER: V-belt pulley driven by power take-off shaft gives smooth, even cutting action . . . pulley is part of the Pitman wheel. Result: smoother, quieter power transmission, no gears to adjust, fewer parts to wear or break. Again, MM know-how pays profit dividends with the advanced Uni-Mower.

Quality Control in MM FACTORIES ASSURES DEPENDABLE PERFORMANCE in the FIELD

MINNEAPOLIS-MOLINE
MINNEAPOLIS 1, MINNESOTA

dictates a continuing strong market for farm equipment in the South.

"In addition to cash receipts from marketings, farmers' gross income includes the value of home-produced food and fuel, the rental value of farm dwellings, and government payments. The total of these items will probably be about the same in 1952 as in 1951. Consequently, farmers' total gross income will increase only to the extent that their cash receipts from marketings increase.

"The total cost of farm production will probably increase moderately in 1952, with all the major expense items contributing to the rise except purchased livestock. Prices of feeder livestock are expected to average lower than last year. On the other hand, increases of from 8 to 10 percent are expected in farmers' expenditures for feed and fertilizer. And smaller increases are indicated for hired labor, tax payments, interest charges, rents, depreciation, and other miscellaneous expenses.

Preliminary Monthly Estimates

"Cash receipts from farm marketings in the first 4 months of 1952 are tentatively estimated at 8.7 billion dollars, or 3 percent more than in the corresponding period last year. Prices paid by farmers for production items (including interest, taxes, and wage rates) averaged 5 percent higher during the same period.

"The 4-month total of crop receipts, estimated at 2.9 billion dollars, is 17 percent above last year. However, the total for livestock and livestock products is down 3 percent to 5.8 billion dollars.

January-March

"Farmers received 6.7 billion dollars from marketings during the first quarter of 1952, 4 percent more than a year earlier. The total volume of sales was up 6 percent, but prices averaged a little lower.

"First-quarter crop receipts of 2.3 billion dollars were 16 percent more than in the first quarter of 1951, with wheat, cotton, soybeans, potatoes, and truck crops all contributing to the rise. Total livestock receipts were 4.4 billion dollars, down 2 percent from last year, as lower receipts from hogs, eggs, and cattle and calves more than offset increases for broilers and turkeys.

April

"Total cash receipts in April are tentatively estimated at 2.0 billion

dollars, 2 percent less than in April of last year, with a larger volume of sales more than offset by lower average prices. Livestock receipts are estimated at 1.4 billion dollars, down 9 percent from a year ago, and crop receipts at 0.6 billion, or

23 percent above last year. As compared with the previous month, total receipts in April showed very little change, with small increases in the livestock groups largely offset by seasonal declines in cotton and hay."

Amendment to CPR 100

Provides Pricing Relief

RETAILERS OF NEW farm equipment who figure their ceiling prices on the basis of net invoice or delivered cost may use the most recent net invoice or delivered cost, the Office of Price Stabilization has announced. Recalculated ceilings apply to their entire inventory.

The OPS action (Ceiling Price Regulation 100, Amendment 1, effective April 22, 1952) is in line with recent provisions for resellers of machinery and related manufactured goods reflecting the intent of the so-called Herlong Amendment to the Defense Production Act of 1950, which gives resellers their pre-Korea percentage margins.

"Net invoice cost" is redefined to permit inclusion of excise taxes manufacturers have been allowed to reflect in their ceilings, but only if this was the seller's pre-Korea custom. However, this cost must be the cost of the commodity when bought from the seller's normal source of supply—a distributor or manufacturer—but not from another retail seller.

For sellers unable to determine their ceilings under the general pricing provisions of the regulation, the amendment permits application to OPS for a pricing method rather than, as was previously required, for a specific ceiling price.

Handling Charges

Correcting an inadvertent omission, the action provides that a dealer may add to his ceiling prices the amount of manufacturer's or wholesale distributor's handling charges.

Another change permits dealers to add to their ceilings items of cost which would normally be passed on, but which were not in effect between April 1 and June 24, 1950.

In recognition of the fact that

published list prices are issued by subsidiaries or distributors, as well as by the parent manufacturing company, the definition of "current published list price" has been broadened. The effect is to permit those retailers of farm equipment who historically priced from the lists of manufacturing subsidiaries and national distributors to continue that practice.

Government Moves For I-U Lawsuit Dismissal

INTERNATIONAL Harvester Company, Chicago, Ill., announces that U. S. government attorneys had moved for dismissal of a lawsuit filed in 1948, in which the government charged the company with interfering with free competition by requiring its dealers to handle only International Harvester farm machines.

In moving for dismissal, the government attorneys stated that they had been relying in the Harvester case upon evidence similar to that which the court had found to be insufficient in the trial of the case of U. S. vs. J. I. Case Company, involving similar issues.

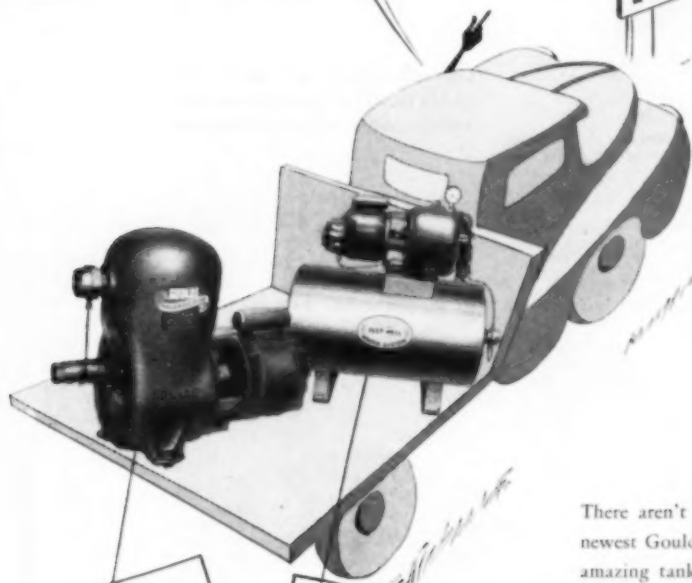
Upon motion by the government attorneys, the suit was dismissed in the United States District Court for the District of Minnesota by Federal Judge Gunnar H. Nordbye.

A company spokesman said:

"At the time this suit was filed, we said that any thorough and open-minded inquiry would show that there was no foundation for the charges. This action by the government justifies our position. Practically all our dealers, then and now, have sold farm equipment not manufactured by our company. We feel sure that our agreements with dealers observe both the letter and the spirit of the anti-trust laws."

WE'RE GOING PLACES—
COME ON ALONG

FARMS
SUBURBAN HOMES
CAMPS
GAS STATIONS—CABINS
DAIRIES
ETC.



NEW
Balanced-Flow Jet
for shallow wells

Needs no tank
Corrosion-resistant
Self-adjusting capacity
Only one moving part
Priced low for volume and turnover

NEW
Tank-mounted system
for deep wells

Completely packaged
17-gallon tank included
Self-priming
Only one moving part
Corrosion-resistant

There aren't many places where these two newest Goulds water systems *won't* go. The amazing tankless Balanced-Flow unit takes care of most shallow-well installations—the tank-mounted deep-well system gets those spots just beyond shallow-well limits.

They're brand new—with many *exclusive* selling features backed with aggressive, profitable selling and promotional plans. Ask your nearest Goulds distributor about these new units, or write us today!

GOULDS PUMPS INC. • Seneca Falls, N.Y.

GOULDS WATER SYSTEMS
Since 1848
FOR EVERY FARM AND HOME NEED

Departmentization develops a real



B. O. Goldthorn checks departmental records and plans his sales strategy

SELLING TEAM

Coordination of sales efforts in all departments develops new sales prospects

AS THE RESULT of clear-cut departmentization and close cooperation among the various departments, Parr Machinery & Equipment Co., Alice, Texas, is recording a steady gain in total business volume.

"We have yet to experience a year when our used department failed to show a profit," said B. O. Goldthorn, owner-manager of the company.

Goldthorn is a firm believer in highly specialized departments. In this way, each department must function as a separate unit. It is Goldthorn's feeling that each unit, when dependent upon its own resources, is less likely to become dependent upon others.

For purpose of analysis, assume that the sales department sets the entire operation of the company in motion. At the start of each working day, outside salesmen are given report forms. After each call on a farmer, the salesmen fill out the information required on the form.

At the close of the day, these daily reports are placed on Goldthorn's desk. The following morn-

ing the reports are discussed at the daily sales meeting.

In the case of the report sheet illustrated, Goldthorn goes over the first part, then questions in detail the notation by the salesman. Why does this prospect wish to sell his 1949 tractor? Why doesn't he

want to trade it in on one of the company's models?

In querying the salesmen, it might develop that the prospect actually does want to trade, but the salesman, rather, has encouraged the farmer to sell his 1949 unit to
(Continued on page 112)

REPORT SHEET	
MANAGER	<u>oss</u>
OFFICE DEPT.	_____
PARS DEPT.	_____
SERVICE DEPT.	_____
SALES DEPT.	_____
NAME - <u>John Doe</u>	
ADDRESS - <u>RFO #2 Old Oak Rd.</u>	
LOCATION OF FARM - <u>North of Bringwell</u>	
PHONE - <u>2461</u>	DATE OF SURVEY - <u>2/5/52</u>
ACREAGE WORKED - <u>370</u>	
ELECTRICITY - <u>✓</u>	
CONDITION AND KIND OF SOIL - _____	
LIST TRACTORS AND EQUIPMENT ON FARM AND CONDITION OF SAME	
<u>He has a 1949 — — tractor.</u>	
<u>he would like to sell. Want</u>	
<u>an "A" or "B" model.</u>	

Reports similar to that shown at right are maintained by all departments of the business. Each morning salesmen are given a number of these report forms which are filled out following calls on farmers. Reports are discussed at later sales meetings



MILKERS

• Four complete lines of De Laval Milkers for Better Milking in every kind of barn...with any size herd.



WATER HEATERS

• The De Laval Water Heater, designed especially for the dairyman's milk house, provides 185° water...for real sterilizing.



SEPARATORS

• Cream Separators in a wide range of sizes and models for best, cleanest skimming...at lowest cost per year.



MILK COOLERS

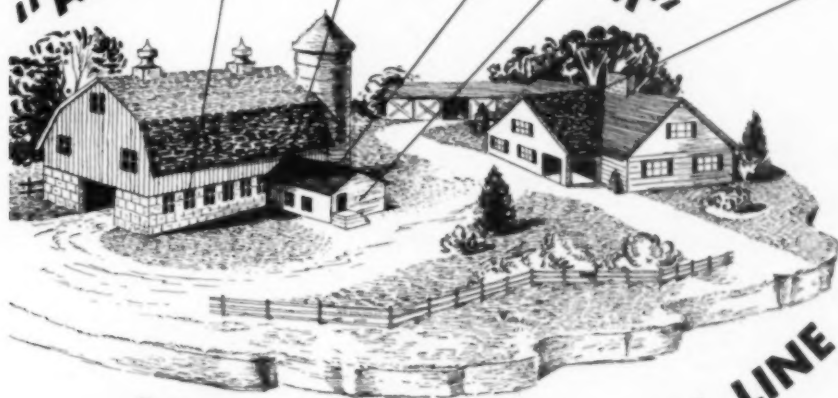
• Two lines of De Laval Milk Coolers bring dependable, economical milk cooling to all milk houses.



FOOD FREEZERS

• And in the farm house—De Laval Food Freezers enable better, more economical meals...and greater convenience.

"ALL AROUND THE FARM"



with the FULL DE LAVAL LINE



YOU CAN LOOK TO DE LAVAL

for a profitable dealership that will serve the farm families in your area who have the desire to buy, the cash to buy with...and who look to De Laval's Better Products for Better Farm Incomes and Better Farm Living.

Write Your Nearest De Laval Office
For Full Dealership Information



427 Randolph St., Chicago 6 • 61 Duane St., San Francisco 5

Today...De Laval Dealers have a full line to sell...to every farmer...every season of the year. It is actually an "all around the farm" line...with products for the dairy barn...the milk house...and the farm house. The full De Laval line is composed of income-producing and money-saving equipment...all designed to produce "Better Farm Incomes—Better Farm Living." And that...of course...means better volume and higher profits for De Laval Dealers.

Deming Names Turbeville Southwest Representative

THE DEMING Co., Salem, Ohio, announces the appointment of Ben D. Turbeville as representative in the Southwest.

After graduating from Oklahoma Mechanical College in 1949, Mr. Turbeville spent three years in the Combat Engineers and served in the Pacific theatre.

He has had much experience in pumps, and before going out into the territory spent time in the Deming plant and attended the

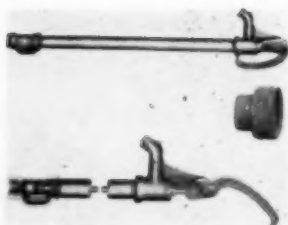
firm's pump training school.

Mr. Turbeville will cover the states of Oklahoma and Texas.

Cam-Lock Hydrant Announced by Columbiana

THE CAM-LOCK hydrant being produced at the Columbiana Pump Co., Columbiana, Ohio, may be tapped into any pressurized water system—at the water trough, in the barn, or in the field.

Simple in construction, the anti-freezing hydrant automatically



drains after usage, thereby preventing freezing. The Cam-Lock handle prevents dripping water and water waste because livestock cannot nuzzle the valve open. The valve control rod operates by direct action and assures positive water control by eliminating the necessity of delicate adjustments. There are no springs to rust or wear out.

The one-piece valve body is threaded to receive one-inch pipe. The drain hole is tapped for an 1/8-inch pipe fitting to allow the attachment of a drain tube. Valve assembly is non-corrosive throughout. Cup leather is specially treated for long life. Rubber segment valve is specially processed to withstand chemical reaction of water.

H. D. Hume Issues New Product Catalog . . .

A NEW catalog recently issued by H. D. Hume Co., Mendota, Ill., illustrates and gives detailed specifications on the ten major



products in the Hume line, including the new rigid disk frame, pick-up reels, and commercial green crop harvesting equipment. A copy is available on request to H. D. Hume Co.

**Sell this
"ONE-MAN
WAY"**

**...of
HANDLING
HAY!**

NEW IDEA HORN

hydraulic loaders

Lifts fast, through twin cylinder hydraulic power—adaptable to many farm jobs.

Lifts high—10 foot lift from ground to heel of bucket—with boom lifts 14 to 20 feet.

Lower clearance allows working under any ceiling that will clear tractor operator. Has same lifting power below ground level.

NEW IDEA
FARM EQUIPMENT COMPANY
SUSIDIARY OF
MANUFACTURING CORPORATION
COLDWATER, OHIO

- 1 Loader Boom
- 2 Grapple Fork
- 3 Buck Bales
- 4 Push-Off Stacker
- 5 Pitch Control
- 6 Scoop
- 7 Dirt Bucket
- 8 Manure Bucket
- 9 Bull Dozer Blade
- 10 Angle Dozer Blade

**10
attachments
available**
... all
interchangeable

Most "Wanted" Corn Harvesting Equipment



SOLD

NEW IDEA

Profitable for you because *They're Profitable* for your customers

New IDEA Corn Pickers move right off your floor. Frequently they are sold before you get them because they are rated "tops" by farmers. Sold because farmers know and talk about their outstanding trouble-free performance in the field. A performance proven by consistent wins in all the official State and National Corn Picking Contests during 1951.



NEW IDEA
FARM EQUIPMENT COMPANY
SUBSIDIARY **AVCO** MANUFACTURING CORPORATION
COLDWATER, OHIO



Display this sign—
It identifies you
as an outstanding
dealer—the NEW IDEA
Dealer in your
community.



DEALERS' CHOICE...

...and COMFORT Dealers Make 20% of the SALES!

Based on U. S. Government report of 33 manufacturers who make this type of sprayer—one out of 5 sprayers sold is a Comfort Sprayer. Comfort's leadership has been gained by superiority in features, value and price. It's the sprayer farmers recognize as the better buy. It's the sprayer dealers prefer to sell as proved by surveys. It's the sprayer that has features which the experts approve.

*Latest report of farm sprayer shipments released by Dept. of Commerce, Bureau of the Census.

**Surveys Show
COUNTY AGENTS,
AGRICULTURAL ENGINEERS
& DEALERS
APPROVE FEATURES
FOUND IN
COMFORT SPRAYERS**



HERE ARE THE FEATURES THAT MAKE COMFORT the Leading Sprayer

Compare Comfort features with sprayers selling at even twice the price. You'll find these major features plus many others in Comfort Sprayers.

- 1 All controls at driver's elbow.
- 2 Famous Comfort Booms plus TeeJet interchangeable nozzles.
- 3 Hooks on any tractor by loosening just 2 bolts.

- 4 Booms fully adjustable from driver's seat.
- 5 Simple, trouble-free spraying system.
- 6 Exclusive Comfort Manifold for finger-tip spray control.
- 7 High capacity, adjustable pressure P.T.O. gear pump.
- 8 Engineered for all necessary attachments.

COMFORT SPRAYERS

T. M. Reg.

COMFORT

Ask Your Jobber For Details Or Write
EQUIPMENT COMPANY • 2609 00 Walnut, Kansas City 8, Mo.

Karcher Succeeds Malmo at A-C Memphis Post...

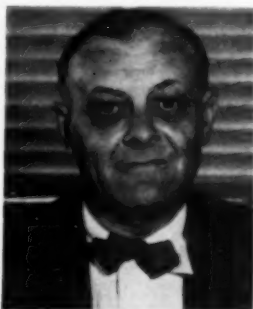
H. G. KARCHER has been appointed manager of the Memphis branch of the Tractor Division, Allis-Chalmers Mfg. Co., to succeed the late G. M. Malmo, who died April 7.



H. G. Karcher

Mr. Karcher has been industrial sales manager of the firm's Kansas City branch since 1944. Before joining Allis-Chalmers he was with the War Department for 2½ years as civilian warehouse superintendent and property and supply officer at the Waco, Texas Army Air Field.

He was president of the Karcher-Wolter Equipment Co., Chillocothe, Mo., from 1935 to 1942.

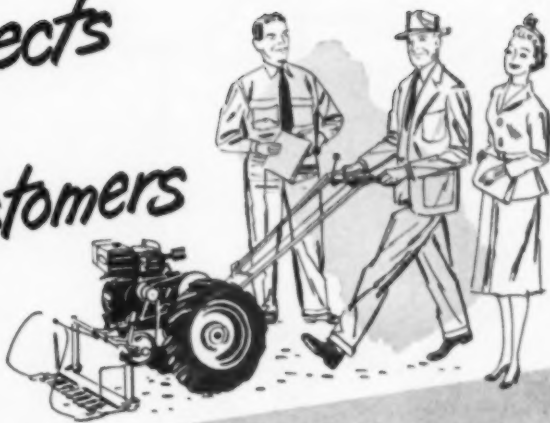


Gerald M. Malmo

The late Gerald M. Malmo, who died April 7 after a long illness, started with the M. Rumely Co. in Minneapolis in 1912.

When Allis-Chalmers purchased Advance-Rumely in 1931, he was made Northwest territory manager, with headquarters in Milwaukee. He became industrial sales manager in 1934, and went to Memphis as branch manager in 1938.

Turn prospects into steady Customers

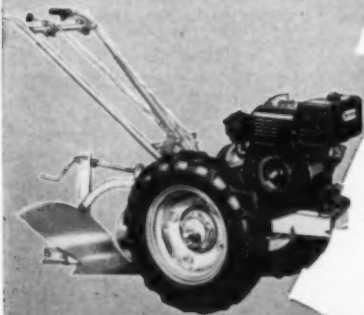


DO IT WITH

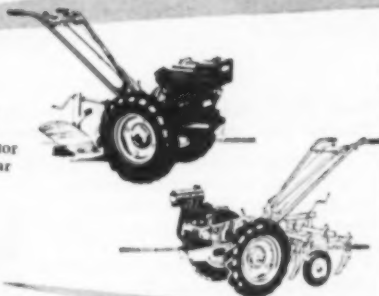
Simplicity

**HERE ARE THREE BIG
REASONS WHY SIMPLICITY
HELPS TURN PROSPECTS INTO
STEADY CUSTOMERS...**

Simplicity gives dealers the right product with the best support — helps turn prospects into steady customers.



1. Because Simplicity is America's No. 1 Garden Tractor... with two tractor models in the most popular horsepower ranges.



2. Because Simplicity's all 'round utility means year 'round sales. A wide variety of implements spurs additional sales for steady profits... and implements attach to either model tractor, so you maintain a low inventory investment.



3. Because Simplicity Garden Tractors are backed by a reliable company with the industry's most powerful, consistent advertising... with hard-hitting merchandising and dealer sales helps.



AMERICA'S No. 1 GARDEN TRACTOR

SIMPLICITY MANUFACTURING COMPANY 5260 Spring Street Port Washington, Wisconsin



New Winpower Hydraulic Power Box Announced . .

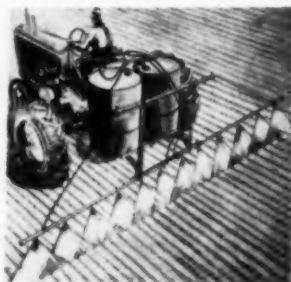
A MANUFACTURING agreement was recently completed between the Winpower Mfg. Co., Newton, Iowa and the Buerkens Mfg. Co., of Pella, Iowa making available to Winpower's national sales organization all Buerkens-built wood boxes under Winpower's brand name. This includes large forage boxes with hydraulic unloader, barge type boxes, flare and standard boxes. The wood boxes, plus the company's all-steel barge boxes, give Winpower a complete line to meet every farm need. This new large forage box with finger tip control hydraulic unloader is said to speed up forage crop handling.

Kromer Introduces New Special 20 Sprayer . . .

O. W. KROMER Company, Minneapolis 11, Minn., announces a new "Special 20" sprayer developed to meet the demand for a low priced, heavy duty barrel mount sprayer.

The new model features heavy galvanized booms mounted on the Kromer safety break away hinges; Kromer "wyde angle" fan type nozzles; Kromer steady flow pressure regulator for uniform spray coverage; chemical resistant spray hose; Kromer heavy duty, self lubricated power-take-off driven pump, and a universal two barrel mount.

The Kromer "Special 20" retails complete for \$160.00 f.o.b. factory, according to the announcement.



New One-Way Plow Added to Dearborn Line

A ONE-WAY PLOW has been added to the Dearborn line of farm equipment, according to G. D. Andrews, vice-president in charge of sales for Dearborn Motors Corp., Birmingham, Mich.

A versatile implement, the Dearborn One-Way Plow can be used for a wide variety of jobs, including cutting and weeding irrigation ditches, building terraces and plant beds, cutting stalks and discing down vegetable crops, leveling corn fields and preparing seed beds.

The plow has a cutting width of 4½ feet and can plow up to 20 acres per day. Engineered for use with the Ford tractor, this implement is positively controlled by Ford Tractor Hydraulic Touch Control for working depths of from 1 to 6 inches.

With 8 discs 22 inches in diameter, made of heavy, shock resistant 9 gauge high carbon steel, the plow is built to take hard, rugged usage, and its heavy rigid frame is made of 4 x 4 angle steel to insure long life.

The One-Way Plow can be quickly and easily attached to the Ford tractor's three point hydraulically lifted hitch links. An 18-inch cut-out coulter and a stabilizer bar are furnished as standard equipment.

The plow gang is carried on two heavy-duty dustproof roller bearings. Weighing approximately 575 pounds, the implement has a 10 inch road clearance in transport position on the Ford tractor.



A Valuable Part of Every Dearborn Franchise!

Every Dearborn dealer has a priceless public relations asset—the name Ford. He has another name with proven customer acceptance on the implements he sells—the name Dearborn. Then, too, the performance of Ford Tractors, the performance of Dearborn Farm Equipment, and good dealer service are building an ever larger reservoir of good will.

Beyond all this, however, there are a large number of Dearborn Motors projects that are supporting the public relations activities of Dearborn dealers and helping them generate good will in every part of the country.

Here are some examples:

Ford Farming Magazine—a national farm quarterly, reporting progress and opportunities in agriculture, for distribution to dealers' customers, prospects, community leaders.

Major Motion Pictures including:

—“Waves of Green,” a tribute to Land Grant Colleges and the Extension Service.

—“Holiday for Bill,” an entertainment film in a farm setting.

Ford Farming Festivals—a national program to help dealers develop good will.

Educational Material—Motion pictures, slide films, charts, manuals available to 4-H, F.F.A., etc. through dealers.

Demonstrations for Press and Radio—to focus national attention on products sold by Ford Tractor dealers.

Public Relations Advertising—in various educational and farm leadership publications.

Trace Element Research—supported by a grant to a leading state university, to find out how “trace” elements (like zinc, manganese, cobalt, etc.) in the soil affect living things.

Farm Youth Programs—and of course, Dearborn supports leading farm youth organizations, such as the Future Farmers of America and the 4-H. For example, more than 200,000 club members each year participate in the 4-H Poultry Achievement program, for which Dearborn provides local, state and national recognition awards.



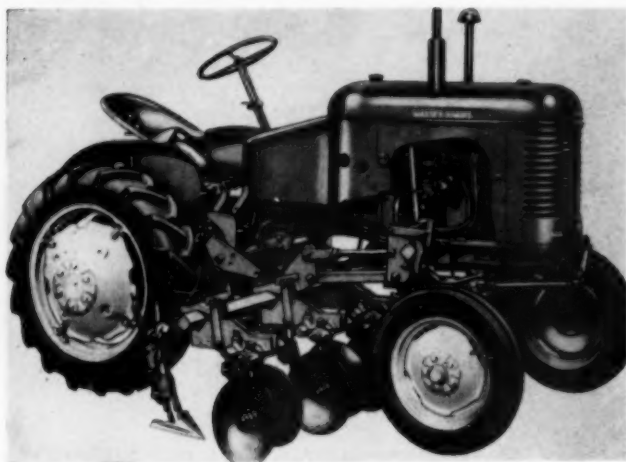
As an important part of these programs, many Dearborn distributors conduct separate Public Relations activities of their own that directly benefit the Dearborn dealer, and boost the value of his franchise. Good Public Relations is another basic reason why business is so good for Dearborn dealers!

DEARBORN MOTORS CORPORATION

Birmingham, Michigan

National Marketing Organization for the Ford Tractor and Dearborn Farm Equipment





New Cotton Cross Chopper Added to M-H Line

A NEW ADDITION to the Massey-Harris line is the new cotton cross chopper. Designed to eliminate tedious hand hoeing, the newest of 14 companion tools for the company's one-plow Pony tractor is said to be an effective and economical one-man method of thinning cotton.

Five pairs of discs with one sweep running behind each pair chop out plants at 19-inch centers. Discs are staggered for efficient trash clearance—each pair is Trigger-Latch attached to the drawbar and can be attached or detached in a few minutes.

Disc pitch may be changed to vary cutting angle with adjustment of two set screws. The tool is

operated with the regular Massey-Harris Depth-O-Matic hydraulic system.

Further details are available from Massey-Harris Co., Racine, Wis.

Dempster Announces New LiquiJector Machine . . .

A NEW tractor-drawn machine designed for the direct application of liquid anhydrous ammonia by injection beneath the soil surface has been developed by Dempster Mill Manufacturing Co. of Beatrice, Nebraska. Trademarked as the "LiquiJector," the machine applies the ammonia fertilizer from a 100 gal. pressure tank to a depth of from 4" to 10" into the ground

under constant, pump-regulated pressure, independent of tractor speed and unaffected by tank pressure changes due to outside temperature.

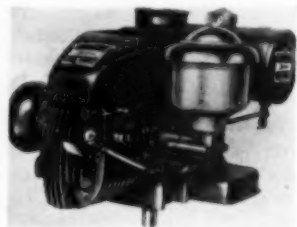
Mounted on a Dempster Series No. 100 Carrier, the tank and pump are connected to narrow double-point teeth which open the furrow for the fertilizer. These teeth are mounted on a special square double coil steel spring shank which, by its spring action and angle, maintains a constant pre-set depth, regardless of soil conditions. From two to seven applicators may be connected to the pump. Five applicators are standard equipment.

The Dempster Carrier, featuring independent mechanical high lift, can be hitched to any make tractor. For present Carrier owners, the tank, pump, drive and applicators can be supplied with necessary mounting brackets, it was announced.

Lauson Announces New Vertical Shaft Engine .

H. E. BRUNS, president of the Lauson Co., New Holstein, Wis., has announced the production of a new engine for the lawn mower field, the 2 h.p. "V-1".

The new V-1 is priced below competitive engines, it was an-



nounced, yet it has design features not found in engines in the 2 h.p. vertical shaft type. Only 31 pounds in weight, it features a float-feed, instead of the usual suction-feed carburetor, and possesses a pressure lubrication system with gear oil pump.

Instead of an air-vane, the unit uses a flyball governor, running in oil, and has a pressure lubricated upper bearing.

In addition to the V-1, Lauson has two other vertical shaft engines: the 3-bearing, 2 h.p. vertical shaft RSV, and a 3-bearing, 3 h.p. model designated as the TLV.





How Fast Can I Get Ahead in the Implement Business?

EVERY man worth his salt looks for a way to climb the ladder of success, two rungs at a time. You may be surprised at the number of men who are doing just that as Massey-Harris dealers.

Many Massey-Harris dealers who started with limited capital a few years ago are today moving a volume of machinery that makes other merchants in their areas sit up and take notice.

These dealers have found they can render more service to farmers with Massey-Harris equipment. In return, they enjoy rapidly expanding sales volume, increased earnings and well-

deserved recognition, associated as they are with the fastest-growing, full-line farm machinery company in North America. There may be a territory open near you. Write or wire the branch nearest you.

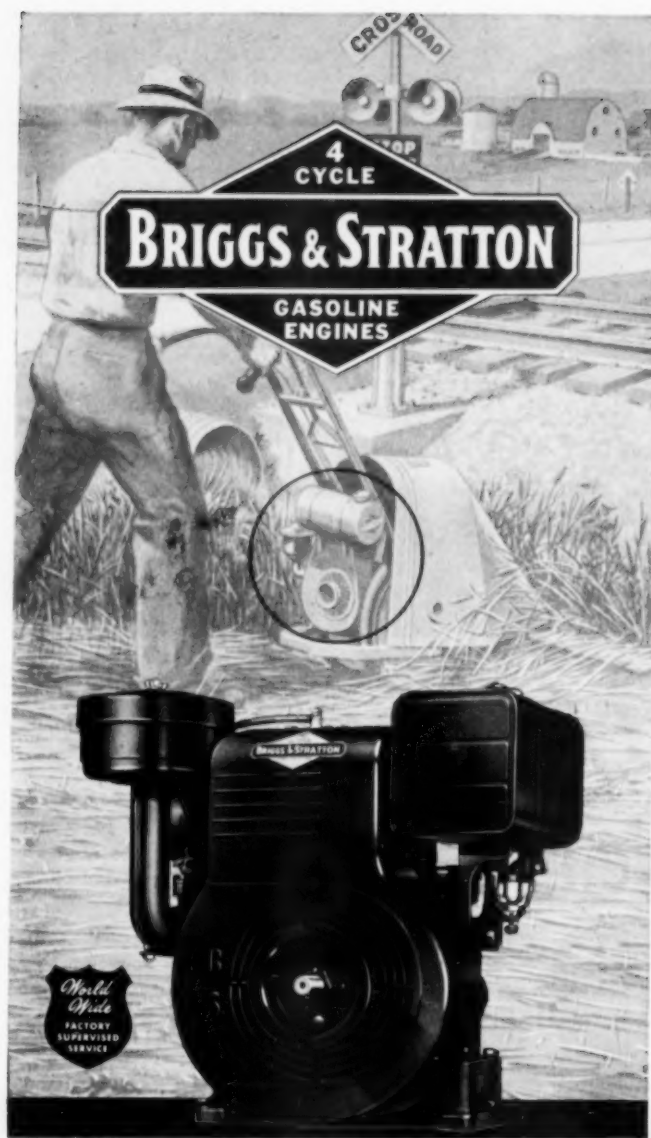
The MASSEY-HARRIS COMPANY

Quality Avenue • Racine, Wisconsin

Branches in Atlanta, Ga.; Batavia, N. Y.; Columbus, Ohio; Dallas, Texas; Denver, Colo.; Des Moines, Iowa; Fargo, N. D.; Kansas City, Kan.; Memphis, Tenn.; Minneapolis, Minn.; Omaha, Neb.; Portland, Ore.; Racine, Wis.; Stockton, Calif. Sub-branches: Enid, Okla.; Grand Forks, N. D.; Harrisburg, Pa.; Los Angeles, Calif.; St. Louis, Mo.; Wichita, Kan.

Make it a Massey-Harris





Preferred power on sickle-bar mowers and power scythes — the world's most widely used single-cylinder gasoline engines on hundreds of kinds and types of machines, tools, appliances, used by industry, construction, railroads, oil fields, and on equipment for farms and homes.

WHEN you want the best in machines, tools, appliances — equipped with the best air-cooled power — you will be sure if they are powered by Briggs & Stratton — the recognized leader in single-cylinder, 4-cycle, air-cooled gasoline engines, Briggs & Stratton Corporation, Milwaukee 1, Wisconsin, U.S.A.

In the automotive field Briggs & Stratton is the recognized leader and world's largest producer of locks, keys and related equipment.

High-Speed Disk Grinder Introduced by Balmar .

THE DISKETTE, a new precision high-speed disk grinder, 9 inches long and weighing 4½ pounds, and designed for one-hand operation, has been introduced by the Balmar Corp., Woodberry, Baltimore 11, Md., for use on farm machinery and equipment. Priced to sell at \$69.50, the tool polishes, grinds, sharpens and shapes all types of metals to a high degree of accuracy, it was announced.

Its speed of approximately 8,000 rpm is said to enable the new tool to provide smooth finishes and highly sharpened edges on all edged tools. Because of its small size and light weight, it can be operated in close quarters. Outside diameter is 2¾ inches. In addition to sharpening, the Diskette removes rust, and is applicable for woodwork and general mechanical repair work.



The new grinder can be held in the palm of the hand without handles or knobs. With a universal motor of 110 volts, AC or DC, housed in an aluminum alloy casting, the tool comes equipped with three composition disks, 4 inches in diameter and 3/32-inch thick, of No. 36, 80, and 120 grit, as well as a screw driver and a 3/16-inch pin wrench. An oil-resistant, three wire cord, 6 ft. long, enters the tool at the back. The motor is air-cooled by a fan in the housing, and a dust filter protects the motor from dust and grit. All moving parts are mounted in ball bearings. A double-action push-button switch, operated by a finger of the hand holding the Diskette, controls the motor.

IT MUSTN'T Happen Here!

CLOSED FOR LACK OF SCRAP

**... YET SCRAP INVENTORIES ARE ALARMINGLY LOW. YOU ARE BEING
COUNTED ON TO HELP KEEP THE FURNACES WORKING ... TO AID DEFENSE**

With our increased steel production, the furnaces are gobbling up an enormous amount of iron and steel scrap.

More—far more—scrap than is at present going into their scrap stockpiles.

Many mills are operating on a hand-to-mouth basis. Some are already threatened with shut-down—for lack of scrap.

The Danger Is Increasing

Will efforts to fill the tremendous demands for steel fail because of lack of scrap?

Steel is made from 50% scrap. We could be severely handicapped—in our aim to keep abreast of both military and civilian requirements—if scrap suppliers can't keep pace with productive capacity.

But they can keep pace... with your help!

Enough Scrap IS Available!

Yes—the only problem is to get the available extra scrap from where it is—to where it's needed.

Where is it?

In your business... in the form of old machines and equipment, tools, implements, dies, jigs, fixtures, outmoded structures, chains, valves, wheels, pulleys—any old iron and steel that's rusting away.

Six Million EXTRA Tons Needed!

By the end of 1952, we'll be producing steel at an annual rate of 20 million tons more than in 1950. That means we will need at least 6 million more tons of scrap than we've ever needed before.

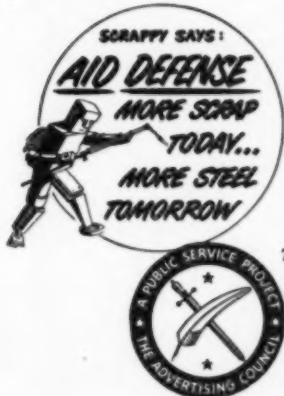
It's up to you. Write at once to Advertising Council, 25 W 45 St., New York 19, N. Y., for a free copy of "Top Management: Your Program For Emergency Scrap Recovery".

Please write today—there's not a day to lose.

NON-FERROUS SCRAP IS NEEDED, TOO!

This advertisement is a contribution, in the national interest, by

SOUTHERN HARDWARE





New KBH Applicator For Anhydrous Ammonia

KBH DEEPSEAL, a new heavy-duty, tractor-mounted applicator for anhydrous ammonia, is being manufactured by the KBH Corp., Clarksdale, Miss., and distributed in the states of Arkansas, Louisiana, Mississippi, Tennessee, Kansas and Illinois.

KBH Deepseal features a two-way hydraulic system that insures positive penetration of the applicator knives to any desired depth up to 12 inches — and in any kind of soil, the manufacturer announced. It also has special double triangle knife tips designed to scoop out an underground chamber for the ammonia, then seal it in. The frame fits any two-plov tractor.

Designed to place anhydrous ammonia deep enough into the soil to prevent its escape as gas, the unit features: an automatic control unit to give an even flow of ammonia at any desired rate, regardless of variations in tank pressure or temperature; high clearance for side-dressing cotton or corn; and spacing readily adjustable for rows from 36 to 42 inches.



New Cattle Self-Sprayer Available to Stockmen

A NEW PIECE of equipment, designed to let cattle spray themselves, is being introduced by Douglas Wholesale Co., Box 431, Hazlehurst, Miss.

Called the Douglas Walk-Thru Sprayer, the unit is now in use in several dairy states. It is available in four models and is equally effective with both dairy and beef



cattle in getting rid of flies, lice, ticks, and other insects, it was announced. The primary advantages of the new sprayer are that through self-spraying, cattle gain extra weight, are healthier, more

productive, and more cheaply maintained, since the sprayer saves in labor costs.

Descriptive literature is available upon request to the manufacturer.



Mall Tool Introduces New Pinchless Chain Saw . . .

MALL TOOL CO., 7725 South Chicago 19, Illinois, has introduced the new pinchless chain saw, offering a completely new method of sawing called "plunge cutting." The gasoline engine chain saw is designed for speed, handling ease and operating economy in cutting sawlogs, pulp wood, cordwood, posts and pole timber.

The new pinchless "plunge cutting" method is said to simplify cutting, for the saw does all the work. It eliminates lifting the saw in and out of the cut, since the operator merely guides the saw through the wood, using the front vertical cutting edge. Logs and limbs can be bucked quickly and easily while lying in any position. Trees can be felled at ground level, leaving no standing stumps. The saw also can be used in the conventional manner, working with the bottom horizontal cutting edge. The special wedge-shaped guideplates keep the chain from being pinched and jammed in the cut if the log settles back on the chain.

The new unit is interchangeable with the standard Mall 12A straight chain saw and is available with or without engine.

Free literature is available from the manufacturer.

The new pinchless Mall Tool chain saw is designed for speed and handling ease in cutting sawlogs, pulp wood, posts and pole timber. Trees may be felled at ground level, thus leaving no stumps for future clearance. Once in the cut, the saw is not removed until the timber is felled, since the operator merely guides it through the wood



Deming Offers New Water System Demonstrator . . .

A NEW demonstration unit for a new shallow well water system known by the trade name "Cushionette" was announced recently by The Deming Company, Salem, Ohio.

The complete outfit includes the water system (21 inches high and 16 inches in diameter) mounted on a heavy gauge tank (14½ inches high and 23 inches in diameter) together with the necessary fittings. Overall dimensions of the complete demonstrator are 35½ inches high and 23 inches in diameter (at the base).

Lacquered in dark gray and bright red, the complete outfit makes an attractive appearance. Its compact size permits its use either as a window display or as a floor display for demonstration purposes.

The "Cushionette" water system is suited to demonstration. The system has its own, self-contained air pressure control which eliminates external control devices. The pump is a two stage centrifugal pump of large capacity, high lift and high pressure. No jet is used in



this pump. Absence of packing is another feature.

High capacity of the system (up to 685 gallons per hour) is easily demonstrated by a turn of the faucet. The flow from the pump is self-adjusting like a city water supply.

The "Cushionette" is a complete

packaged water system ready to hook up to the well and house connections. Descriptive literature is available from distributors or from The Deming Company, Salem, Ohio.

New Ventilating Systems For Farm Uses

A COMPLETELY self-contained ventilating system for dairy barns, hen houses and other farm-stock buildings has been introduced by Krenz and Co., Inc., 5112 W. Center St., Milwaukee, Wis.

The unit removes moisture from building interiors by drawing in outside air and mixing it with the inside air in a 1-to-14 ratio. The dry air rolls along the inside surface of walls and ceilings to keep moisture from accumulating.

Known as the Krenz-Vent, the unit is complete with 10" propeller fan, 1/10 h.p. motor, an anemostat which diffuses air along walls and ceilings, and a thermostat which controls the supply fan. It is delivered completely assembled, ready to install.

Illustrated bulletin is available from the manufacturer.

TRUE ACCURATE BOLT HOLES—ANOTHER REASON

"EMPIRE" BUILT PRODUCTS

WORK BETTER - LAST LONGER

Our unique method of punching and countersinking in a single hot operation means better, tighter fit on the bolt between tool and standard.

SELL THE
LINE WITH
READY
TRADE
ACCEPTANCE

For greater service, longer life, more acres of work than ever before—specify tillage tools made by "EMPIRE" . . . the best in the field for 112 years.

Heat Treated
FOR TOUGHNESS—

Tempered
FOR PERFORMANCE

"EMPIRE"

Trade Mark

RED CHIEF

Trade Mark

"FLOWMASTER"

Trade Mark

THE EMPIRE PLOW COMPANY

1840

"In Our Second Century Of Progress"

CLEVELAND 27, OHIO

1952

for the long pull-

get hold of something

FAIRBANKS-MORSE
Deep Well Submersible
Home Water System



←
IS SOMETHING

BIG!



Here is a home water system so basically sound in engineering . . . so simple to install . . . so economical to maintain . . . that *eventually it will supplant all double pipe deep well systems!*

And as you might expect, Fairbanks-Morse was first with the best deep well submersible home water system!

Introduced a little more than a year ago, after several years of in-the-well tests in all types of water, the Fairbanks-Morse Submersible has created more cash-on-the-counter interest than any water system we've ever offered in recent years! Here's why:

- Both motor and pump operate under water.
- Both motor and pump are water lubricated and water cooled.
- Pump never needs priming.
- There are no operating noises—no vibration in the line.
- Installed with only one pipe inside the well casing—that means easy installation and service.
- There are no rods, jets or shafts to give trouble.
- Uses smaller motor because pushing water up feed line takes less horsepower.

Get Hold of Something

BIG!

BIG!

a Fairbanks-Morse Dealership

is Something

BIG!

More than 5,000 businessmen—drillers, plumbers, hardware men, farm implement dealers, lumber and building supply yard dealers, and others—*know* that a Fairbanks-Morse dealership is something BIG! Here are the reasons why:

Every product in the complete line is a profit maker—thus the entire line is profitable!

Americans on farms, in cities and suburbs know the name Fairbanks-Morse means *quality* in manufacture, dependability in performance—have known it since 1830! Friendly prospects easily become cash customers!

Fairbanks-Morse dealers know that they can guarantee any product with the Fairbanks-Morse name on it against defects in materials and workmanship—and Fairbanks-Morse will back them up.

Fairbanks-Morse dealers know that the 38 Fairbanks-Morse branch offices which blanket the country assure them prompt delivery of products and parts.

Ask for a dealership in your community!

There are good and profitable reasons why more than 5,000 businesses feature Fairbanks-Morse products—the full line or substantial parts of it. Get the facts from a Fairbanks-Morse sales engineer first hand. Many products in the line are selling fast right now. Other high profit items will be “hot” soon. Mail the coupon today!

Mark the Coupon for More Details!



Fairbanks, Morse & Co.
600 S. Michigan Ave.,
Chicago 5, Illinois

☐ We want to know more about the profitable Fairbanks-Morse dealership, and how it can fit in with our present line of products.

Firm name

Writer's name

Address RD

City State

☐ We want more facts about the Fairbanks-Morse deep well submersible water system.

HUME

BLUE RIBBON QUALITY

- 1 Field Tested
- 2 Quality Built
- 3 Proved Reliability

Specialized

FARM EQUIPMENT

The Hume trademark identifies a broad line of products, each unique and specialized, but with a big-volume, big-profit potential.

Picks up down-fallen crops of small grain and soybeans. Fits all combines.

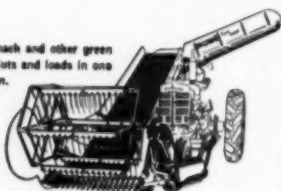
PICK-UP REEL



Makes your present disk a rigid, hydraulic disk — acts as disk transport.

Hydro-Rigid DISK FRAME

For spinach and other green crops. Cuts and loads in one operation.



CUT-LOADE HARVESTER



PERFO CROP GUARD

Allows high-speed cultivation of small plants with maximum protection.

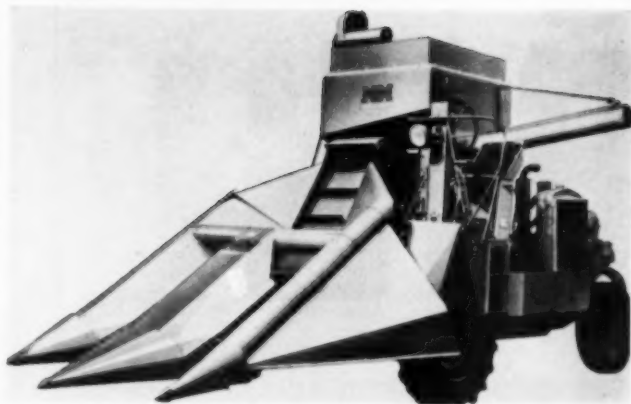


Tractor-Rower, cuts and windrows in one operation. Windrow Loader loads at high speed. The ideal two-stage green crop harvester.

TRACTOR-ROWER • GREEN CROP LOADER

ALSO MANUFACTURERS of Lifter Guards, Floating Cutter Bars. Write for details on the Hume line and dealership.

H. D. HUME COMPANY
Mendota 26, Illinois



New Model Uni-Picker Sheller Announced by M-M

PRODUCTION of the new model LD Uni-Picker Sheller units will begin in July, according to the Minneapolis-Moline Co., Minneapolis 1, Minn.

The unit shells corn as it picks and works efficiently in corn having up to 25 percent moisture content. The 2-row Uni-Picker Sheller saves corn by getting into the field before the corn is damaged by wind or corn borer. Field tests show minimum corn loss because of the Uni-Picker Sheller's ability to operate in moist corn, it was announced. High shelling capacity also permits a slower cylinder speed to eliminate excessive bruising or cracking of corn.

Economy features include: handling ease and maneuverability afforded by self-propelled operation; reduction of handling costs that result from combined picking and shelling operations; and low equipment cost made possible by the use of either the Uni-Picker Sheller or any of the attach-on units for one propelling unit—the MM Uni-Tractor.

Flexibility features of the Uni-Tractor are a variable-speed drive that gives a variable ground speed range in any gear without changing the picking or shelling speeds, turning brakes, Uni-Matic hydraulic system, lighting and starting, and convenient controls.

New Front Mount Tiller For Windolph Tractor .

A NEW FRONT MOUNT 20" rotary tiller is being featured by the Windolph Chain-Tred tractor this

year. Among the advantages of the tiller is the ability to till right up to corners or along rows, fences or hedges where there is very little clearance. Being mounted in front, the new tiller is also much safer to operate.

The Chain-Tred tractor has a 6 h.p. air cooled engine with two speeds forward and one in reverse. Simple controls are mounted on the handle bars.

Easy to handle, the Chain-Tred won't slip or run away on hill-sides; an "easy-turn" feature makes it possible to turn the machine in its tracks.

Available attachments include a 10-inch plow, sickle bar, disc, cultivator, 20-inch disc plow, furrower, spike tooth harrow, and bulldozer.

The Chain-Tred tractor is manufactured and distributed by the Windolph Tractor Company of Portland, Oregon.



LML Introduces New Cardinal Farm Elevator

LML ENGINEERING & Mfg. Corp., Columbia City, Indiana, is now in production on a newly designed 1952 grain and hay elevator, identified as Model X.

Incorporated in Cardinal Model X are a number of new features. The elevator trough is full 19 inches wide, providing ample width for 18½-inch rectangular bales to lie flat; self-aligning ball bearings in head and foot assemblies, and heavier steel construction throughout; as a safety factor, the drive shaft is equipped with safety shear pin; and the exclusive Cardinal shock absorber designed to reduce chain wear and breakage.



Models are available in lengths from 24 to 48 feet in 4-foot graduations. The dragline feeder is extra long, 9'9", for dumping wide wagons and trucks. Sturdy coil springs permit easy lifting of feeder with one hand. Also available is a gravity hopper. The elevator comes equipped for powering any of four ways: tractor power take-off, speed-jack, gasoline engine or electric motor. Models are shipped fully equipped ready for operation.

The new Cardinal Model X elevators are being merchandised through distributors and dealers throughout the United States and Canada.

Servis Introduces New Dump Type Hay Rake

SERVIS EQUIPMENT Co., 1000 Singleton Blvd., Dallas, Texas, has announced production of a new Servis dump type hay rake, designed for use with Ford and Ferguson system tractors.

Of all steel construction, yet relatively light in weight, the rake is easy to attach or detach with simple adjustments. Features include: fast lift and drop, with high (43") dumping clearance; dumps the hay while on the go, with tractor seat control; easy to install, adjust or detach in minutes; sturdy pipe and steel angle frame for long life; heavy 7/16" diameter spring steel tyres; and availability in two sizes.

The rake is shipped in three bundles and is light in weight. The smaller size (8'-6") is 194 pounds;

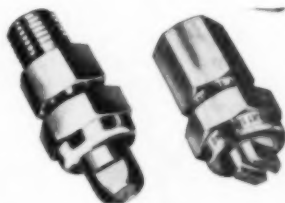


the larger size (12'-6") is 271 pounds, shipping weight. The smaller size currently sells for \$100, the larger for \$135, f.o.b. Dallas, Texas.

Build Better Profits with Better SPRAY NOZZLES

Original equipment manufacturers, chemical producers, and government experiment stations prefer TeeJet Spray Nozzles . . . because TeeJet Spray Nozzles are designed better, made better, and proved better by test in every field of farm spraying.

Ask your wholesaler about the new ConeJet Tip that ends clogging troubles in cotton spraying. TeeJet Spray Nozzles are advertised in Progressive Farmer. Get free promotional material, too . . . Bulletins, Counter Display, Window Streamer, Newspaper Mats, Write for Bulletin 58.



SPRAYING SYSTEMS CO.
3277 RANDOLPH STREET • BELLWOOD, ILLINOIS

TeeJet...THE COMPLETE FARM SPRAY NOZZLE LINE



SPRAY NOZZLES

INTERCHANGEABLE ORIFICE TIPS



FLAT SPRAY CONE SPRAY
DISC TYPE CONEJET



TYPICAL EQUIPMENT

for the best in performance from equipment and chemicals!



SPRAYING SYSTEMS
TeeJet
SPRAY NOZZLES

ONLY TEEJET GIVES ALL OF THESE FEATURES

- Super-precision orifice tips . . . DRILLED and MILLED for long life and for accuracy centered and contoured orifice openings.
- Interchangeable orifice tips . . . the most complete selection available anywhere, in every type and capacity from one gallon per hour and up.
- Eleven different spray angles from 0° (solid stream) to 150°.
- Factory inspection and test of all nozzles and tips before shipment.

FOR COTTON SPRAYING

The popular new ConeJet Tip for TeeJet Nozzles. Ends major clogging troubles. Let us send you Bulletin 61.



New PTO Duster Announced by Hudson

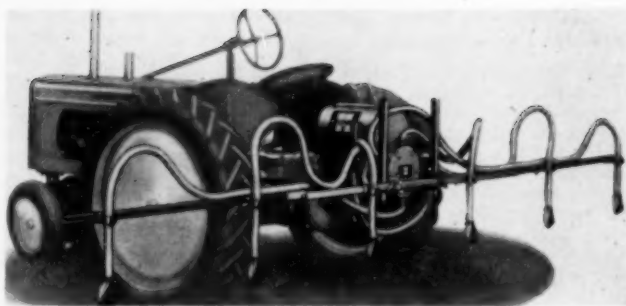
A NEW TRACTOR power take-off duster that features a simplified mounting system is now being manufactured by the H. D. Hudson Manufacturing Company. There are only four combinations, consisting in each case of only two simple packages which provide a complete duster to fit most of the tractors in use today.

Features of this new duster, which is trade-named the Hudson "Dusty," are (1) a non-clogging heart-shaped hopper that is said to be more compact, yet holds 85 lbs. of average density dust; (2) a new slow-speed spiral agitator that chops up dust and feeds it uniformly into the fan case; and (3) a newly designed, large 14-inch high-speed fan that mixes dust with air and blasts it out at great velocity.

The new "Dusty" comes equipped with an all-metal hinged boom with flexible metal hose and metal nozzles and all tractor mounting parts. Further information is available from the H. D. Hudson Manufacturing Company, 589 E. Illinois St., Chicago 11.

New Side Dresser Increases Feed Range

FARMER tests in 28 states indicate general acceptance of the new Schultz side dresser for Ford, Ford-Ferguson and Ferguson tractors, according to the manufacturer, L. H. Schultz Mfg. Co., Rochelle, Ill., and Waterloo, Iowa. The new side dresser features the addition of adjustable variable



speed pulleys on both drive wheel and feed shaft to provide almost double the feed range. It also simplifies adjustment to obtain exactly the proper quantity of fertilizer per acre.

Double-acting, cast-iron helicoid feed augers provide positive feed of measured quantities of most commercial fertilizers in volumes of 40 to 480 pounds per acre. Trace elements may be distributed in quantities down to 15 pounds per acre by use of a fine-pitch feed auger, it was pointed out.

Improved mounting of the traction wheel and the addition of limit chains provide a perfect fit on both spring-tooth and solid shank cultivators. Limit chains automatically lift the drive wheel with the cultivator on the turns, and the floating traction wheel with big oversize lugs assures ample power for all conditions, it is claimed.

Installation requires only bolting to the cultivator frame at four contact points. The shaft is virtually self-aligning and requires no painstaking adjustment. Plugging

is eliminated and wear on the lower ends of flexible feed hoses is avoided by use of specially designed metal hose clips, which also form a rigid attachment to the cultivator shovel.

Increased hopper capacity and flanged hopper tops that prevent tearing of paper fertilizer bags are also featured. Acid resistant paint protects the entire unit.

Allis-Chalmers Reports Sales Increase for 1951

INCREASED TAXES resulted in a reduced profit for 1951, despite a 33 percent increase in sales, for the Allis-Chalmers Mfg. Co., according to its annual report.

Profit for the year ended December 31, 1951 was \$22,416,813, equal to \$8.19 a common share after preferred dividends of \$1.159,279. This compared with a profit of \$23,119,853, or \$8.72 a common share, in 1950.

Total sales billed in 1951 were \$457,060,766, compared with \$343,698,400 in 1950.

In manufacturing and sales totals, 1951 was the largest year to date for the Tractor Division of the company. A volume of more than \$265,000,000 was recorded, exceeding 1950, the previous record year, by 27 percent.

Direct defense production during 1951 accounted for approximately 10 percent of the record production. Present schedules indicate that during 1952 direct defense items may account for 30 percent of the production.

Production of a cargo tractor for the ordnance department was begun in 1951 in a new building at the La Porte, Indiana Works. A new factory will be completed in 1952 at Terre Haute, Indiana, it was announced.



The new Schultz side dresser, featuring adjustable variable speed pulleys on both drive wheel and feed shaft, now includes limit chains to provide a perfect fit on both spring-tooth and solid shank cultivators. Unit is designed for Ford, Ford-Ferguson and Ferguson tractors



Experienced
**pump
 men
 sell**

DEMING PUMPS

Experienced Pump Men Know that:

- 1 There is NO substitute for Quality.
- 2 Fine construction and moderate prices can go together.
- 3 Dependable Performance is the only PERMANENT protection of customer good will.
- 4 Deming Pumps are EASIER TO SELL than sell against.
- 5 Deming Cooperation with Distributors and Dealers is a time-tested policy of 72 years.

6 The COMPLETE Deming line meets ALL needs for pumps and water systems.

Sell DEMING . . . the quality name that customers believe in . . . the name that helps Distributors and Dealers build more profitable water system business.

The 1952 line of Deming Pumps and Water Systems is bigger and better than ever. For complete details, write:

THE DEMING COMPANY
 519 BROADWAY • SALEM, OHIO



'CUSHIONETTE'

Newest Member of the DEMING line of Water Systems



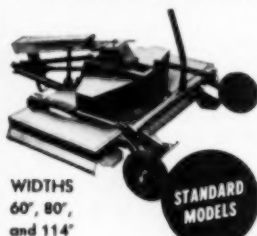
WOOD'S ROTARY CUTTER and MOWER

5 MODELS in HEAVY DUTY ROTARY CUTTERS

• • For use in • •

- ✓ MOWING PASTURE
- ✓ STALK SHREDDING
- ✓ CLEARING LAND
- ✓ SHREDDING COVER CROPS

Round out your stock with this most COMPLETE line of all-purpose cutters on the market! 3 cutting widths, standard and hydraulic lift models. They're versatile as they are TOUGH, shredding sage thick as a man's wrist as easily as they mow pastures and dozens of other NEEDED jobs around the farm. See below the features which put Wood's FIRST in every section of the country!



WIDTHS
60", 80",
and 114"

STANDARD
MODELS

Fits any power take-off, 3/16" safety shield, adjusts to 14", triple "B" V-belt drive, all heavy-duty, protected parts!



HYDRAULIC
LIFT
MODELS

WIDTHS 60" and 80"

WRITE for descriptive literature, prices, and name of nearest distributor.

WOOD BROS. MFG. CO.
OREGON 2, ILLINOIS

Selling Team

(Continued from page 92)

some other farmer. The salesman doesn't want to trade for there is no local dealer handling that line of equipment, and, consequently, moving it would be a difficult job.

Following this, the report goes to the office department. If there is no file on John Doe, one will be made. The office department then routes the report to the parts department. Another file will be made, and so on through the service department and the sales department. This particular report is of no use to any but the sales department. Yet, each department has a file on this customer.

Each morning the salesmen are given five such reports from the sales department to follow up.

"In this way," Goldthorn said, "the salesmen are not depending upon cold calls exclusively. Every salesman is aware of the John Doe prospective deal and will be on the watch for a prospect who wants a used tractor of that type.

"It is understood," said Goldthorn, "that we will finance the deal, once the customer has been located."

When a salesman finds a prospect with a trade-in he must call the shop foreman for assistance. The shop foreman will go over the proposed trade-in and give the salesman the figures on what it will cost to rebuild it. The shop foreman does not appraise the trade-in. He merely lets the salesman know what will be the cost of rebuilding it.

For example, the salesman figures that the tractor will bring \$1,000 on the lot after it has been rebuilt, and will cost approximately \$250 to rebuild. 10 percent of the selling price is deducted first as selling expenses, leaving \$900. From this figure, the \$250 for rebuilding is deducted. This leaves a trade-in allowance of \$650.

There is going to be some profit from the deductible 10 percent selling expense. Also, there is going to be, approximately, 20 percent gross profit in the rebuilding charge.

"But that rebuilt trade-in," said Goldthorn, "will not be put on the lot with a \$1,000 price tag. It will be priced at \$1,200. We must have some margin to trade on. And in selling the used tractor probably we will have to take another in trade."

It has been found that the shop foreman is best qualified to give

an estimate of the rebuilding cost. He figures his cost at retail prices. Local dealers do not give each other a discount on parts.

Every unit, except those ready for junking, is rebuilt and carries a 30-day guarantee. The remainder either are stripped for parts or sold "as is" for the customer to strip for parts.

"Units worth a hundred dollars or less are junked," said Goldthorn.

"We credit our success," he continued, "to our departmental set up. Every department is equipped with files on customers and prospective customers. When the shop needs extra work the shop foreman can go on to the files and ferret out logical prospects for certain work. He knows what to sell and whom to 'phone. Likewise, the outside salesmen have five leads to follow up each day. No one department head is making any blind stabs in the dark. Organization is paying off for us."

New Uses Announced for Polaris Cutter-Spreader

ELROY PRODUCTS Co., 529 South Seventh St., Minneapolis, Minn., distributor for the new Polaris Cutter and Spreader manufactured by the Hetteen Hoist & Derrick Co. of Roseau, Minn., announces several improvements and new uses for the machine.

The Polaris Cutter and Spreader thoroughly processes the straw as it leaves the combine, by breaking up the straw bunches and cutting the straw into shorter lengths, then uniformly distributes the result over the stubble area while combining. Discing or plowing is then possible without the difficulties otherwise experienced, with the result that this residue, a natural organic fertilizer, is properly returned to the soil.

Two men can assemble the cutter and spreader onto a combine in approximately one hour. Brackets are available for attaching the unit to any popular pull-type, self-propelled, or hill-side combine.





New Holland Announces New Spreader-Seeder . .

A FERTILIZER SPREADER and seed-er built for uniform distribution regardless of seed or fertilizer being used has just been added to the line manufactured by the New Holland Machine Co., New Holland, Pa.

The New Holland spreader-seeder is available in 8- and 10-foot widths. A single hopper 12-foot model will be added later.

All models spread fertilizers, whether lumpy, damp, powdered, granular or pelleted, with the same uniformity. The forced feed agitator assures accurate sowing of fertilizers at rates as low as 20 pounds per acre and as heavy as 4000 pounds per acre, according to the manufacturer.

When seed bars are substituted, all grain, grass and legume seeds can be sown uniformly and positively, from two pounds of Ladino clover to five bushels of oats per acre, without grinding or crushing the seed. Seventy rate-of-flow settings help get the right distribution.

An exclusive clutch design built into each wheel has a lever which may be instantly moved from "in gear" to "out of gear" and "clean out" position. This three-way clutch lets you tow without turning rotors. Drive shafts and rotors can be easily removed without tools.

The 8-foot model has 20 feeding openings, and the 10-foot model has 26 openings. An overlying rate shutter slide, controlled from the tractor seat, moves laterally to change size of openings. This slide is spring-loaded to prevent material from packing between it and the hopper bottom.

Approximate capacity of the 8-foot model is 800 pounds of fertilizers and 8 bushels of seed. The 10-foot spreader handles about

1000 pounds of fertilizer and 10 bushels of seed.

Selling Used Tractors

(Continued from page 86)

be usable on the unit he buys. Naturally the farmer wants to buy a used tractor of the same line."

As Overby points out also, the average farmer who buys used equipment often makes his own repairs. After learning the mechanical operation of a certain tractor, the farmer will prefer to continue

using one of the same line.

"The farmer probably will have special tools and is not going to re-invest in others," Overby added, "unless the dealer offers a sizable inducement. This usually means a low price which eliminates some, if not all, of the dealer's profit."

In order to move used tractors successfully, then, the dealer, in Overby's opinion, must have a variety in all leading lines to offer.

But where is the dealer to get them?

"I buy used equipment wherever I can find it," Overby said. "I haul in used items from as far as 500 miles away."

Obviously these used tractors are purchased from other tractor dealers who are unable to move the used units.

In explaining the reason for the difficulty which some dealers have in this phase of their business Overby said: "The average dealer will recondition and guarantee only the used tractors of the line he is handling. All other makes are offered 'as is.' The 'as is' tractors finally are sold for such a low price that the dealer makes no money on the deal. Further, the customer becomes dissatisfied with

SMITH

SPRAYERS

**"THE DEPENDABLE
PROFIT LINE
SINCE 1888"**

TO SHOW THEM IS TO
SELL THEM

A COMPLETE LINE
of hand continuous com-
pound or knapsack bucket
sprayers. All hand and crank
powder insecticide dusters.
We are the originators of
sprayers and our products are
outstanding quality in an
engineering modern design and
performance.



FLAME GUN SPRAYER
HUNDREDS OF USES
3000 degrees controlled heat.
Destroys weeds, brush, rubbish.
For burning safety strips and
fire lanes. 4 gal. tank. 7 ft. oil
proof hose. Light. Compact.
Portable. Burns kerosene or
regular oil.

Streamlined BLIZZARD
COPPER CONTINUOUS SPRAYER
*The World's Most Beautiful
Sprayer*



Made in
2 sizes: Pint, Quart
World's finest continuous sprayer.
Large, glistening solid copper
tank. Pump barrel is highly polished brass
seamless. Appealing, modern design. Sprays
any liquid. Pint, Quart 129 ounce! Strongest
construction. Extremely popular. A fast seller.



**E-Z
5 GAL.
KNAPSACK SPRAYER**
Finest knapsack sprayer made. Pump
lever develops high pressure easily
while spraying. 5 gal. zinc-grip
steel or copper tank. Tank is air
conditioned preventing dampness
reaching the back. Adjustable brass
nozzle. (Recommended by Exten-
sion Service.)



**SPEEDEX GARDEN &
TREE SPRAYER**
Solid brass.
Large adjust-
able nozzle for
spraying trees,
shrubs, etc.
flowers, weed
killing, etc.
Sturdily built.
Low priced. In big demand.

D. B. SMITH & CO. 420 MAIN ST. UTICA 2, N. Y.

"ORIGINATORS OF SPRAYERS SINCE 1888"

SOUTHERN TERRITORY: BENJ. D. SMITH, JR., BOX 842, SANFORD, N. C.
CANADIAN REPRESENTATIVE: GORDON I. CONNOR, 1285 STANLEY ST. MONTREAL 7, CANADA

SEND FOR CATALOG
DESCRIBING THESE AND
OTHER ITEMS

his purchase and seldom buys his second tractor on that basis, nor from the same source. Consequently, these tractors are difficult to sell."

Though Overby receives no discount on purchases of parts used in reconditioning these competitive brands, he still manages to show a reasonable profit. As an example, he pointed to a competitive tractor which had been reconditioned in his shop.

"The tractor," Overby said, "cost \$1,000 which includes the expense of reconditioning. We added

some front-end equipment which shot our cost up another \$250. But we sold the tractor for \$1,750, netting \$500 on the deal."

Will this sale of a used competitive tractor mean a new service customer for Overby's shop?

"I hope not," Overby said. "We do not court customer labor. We service tractors and equipment in our own line, but we do not seek service work on other brands. Our shop can return a greater profit by working on used equipment that is going to be offered for sale. By working my shop this way, there

are no dull periods. Dependence upon customer labor can throw the service department into the red."

The buyer of used equipment, according to this dealer, buys what is left in the tractor.

"I mean here that a tractor in this territory can be depended upon to give at least 15 years of service. The tractor that I mentioned was a 1947 model. It was priced and sold on the assumption that it had 11 more years of good service left in it. The used buyer putting that amount of money in a tractor must see that he can get his money's worth in 10 crops, the tractor already having made five crops."

Selling used tractors on this basis is one way of answering the buyer who attempts to compare the asked price with what the used tractor sold for when new.

"If the particular tractor when new could be expected to make 15 crops, and it has made five, then we estimate that it is worth two-thirds of the new price."

"It must be remembered," Overby continued, "that the used buyer is buying a tractor to wear out, not to trade in on a new one in a year or two. For usually the next tractor he buys will be another used one."

Overby pointed out that farmers with new tractors often are prospects for used units.

"They buy these to help out during rush periods. Or they sometimes purchase used units merely to have on hand in case of an emergency. But here again they will buy only the brand with which they are familiar."

Overby has no used equipment lot as such.

"I place tractors around and in front of my building," he said. If I had a used lot, I'd still surround the building with the tractors I was most anxious to sell. No matter what you do, a used tractor lot never makes a tractor appear at its best. The used lot is a 'bone yard' as far as many customers are concerned."

It might appear that Overby is in the used tractor business exclusively. But nothing could be farther from the truth.

"As retailers of new farm equipment we must, of necessity, be in the used tractor business too. We would gain nothing by looking upon used business as a necessary evil. Consequently we work at showing a profit on transactions involving used equipment, and we have found that our policies pay off."

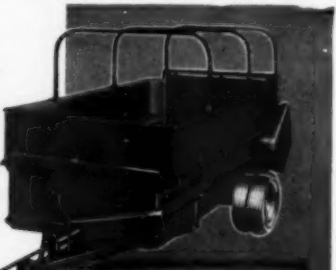


HOW THE STANDARD OF COMPARISON

Farmers buy Cobey Power Driven Spreaders because Cobey has ALL the labor saving and profit making features, plus year-around, all-weather spreading.

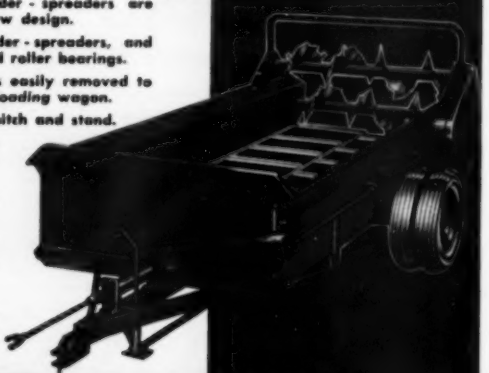
A DOZEN REASONS

1. Three sizes - 75, 100, and 150-bushel.
2. All mechanism is PTO driven.
3. Six - speed conveyor, controlled from the tractor seat.
4. It will spread standing still. Ideal for orchards.
5. Combination shredder - spreaders are non-wrapping corkscrew design.
6. Drive shaft, shredder - spreaders, and wheels turn on tapered roller bearings.
7. Shredder - spreaders easily removed to make it a PTO self-unloading wagon.
8. Adjustable tractor hitch and stand.
9. Make or break connection to power take-off without tools.
10. Wide flares on spreader box.
11. Safety designed. All gears, chains, and sprockets covered and enclosed.
12. Six-ply 6.30x16 tires absorb shocks; give low loading height.

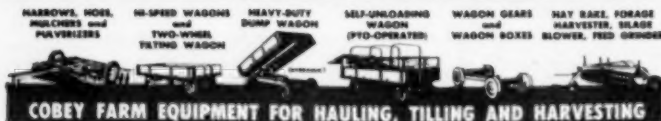


NEW SIDE EXTENSIONS WITH BOW TOP ADD TO USEFULNESS!

Farmers are going for this COBEY feature in a big way. Not only can they get the best spreader on the market - but by adding a tarp cover over the bow top, they also get a self-unloading wagon that's perfect for use with a silage harvester.



ENGINEERED AND MANUFACTURED BY
THE COBEY CORP. GALION, OHIO



COBEY FARM EQUIPMENT FOR HAULING, TILLING AND HARVESTING

Farm Machinery

(Continued from page 83)

in the material supply situation has permitted modest increases in these allotments. Thus, it appears probable that production of farm machinery in 1952 may be only moderately below the rates of recent years. Sufficient machinery and equipment is in prospect to meet most of the current demands and to maintain agricultural production at a high level.

"Complete data on farm machinery production in 1951 are not yet available. However, preliminary indications are that production of farm machinery and equipment in 1951 was probably higher than for any previous year.

"Exports of farm machinery in 1951, in terms of dollars, were higher than for any previous year. In terms of actual volume, these exports were about 15 percent higher than the 1950 exports, but were about 3 percent below those of 1949. Foreign outlets are expected to continue to take a large volume of American machines and equipment in 1952. However, it is likely that the volume of exports

in 1952 will be below the high 1951 exports.

"Total volume of power and machinery (including workstock) on U. S. farms is now a record high. On January 1, 1951 it was about 70 percent higher than the average of the prewar years 1935-39. This increase has taken place despite a decrease during that period of about 52 percent in the numbers of horses and mules three years old and over.

"Prices for workstock have been low and the size of the colt crop has continued to decrease. The 1951 colt crop of 122,000 head was the smallest in more than a century. Colt crops of this size would maintain a total horse and mule population of around 2,000,000 head. There were around 6,300,000 head of farm horses and mules of all ages on farms, January 1, 1952. About 93 percent were work animals (3 years old and over). Numbers of work animals on farms January 1, 1952 were only 28 percent as large as the peak number of 1923 and 48 percent of the January 1, 1940 number.

"The number of all kinds of tractors on farms January 1, 1952, including garden tractors, prob-

ably was about 4,250,000. A comparatively large number of old machines have been discarded in recent years. Dealers' stocks of new farm machinery on January 1, 1952 probably were higher than a year earlier."

A-C One-Row, Tractor-Mounted Cotton Picker

ALLIS-CHALMERS Manufacturing Co., Milwaukee 1, Wisconsin, announces that it will build a very limited number of one-row, tractor-mounted cotton pickers for the 1952 cotton season. The machine has been under development for some time, and it represents a departure in cotton pickers in that the picking unit can be attached to and detached from a standard Allis-Chalmers farm tractor.

The picking unit is similar in type to those on the two-row, self-propelled A-C cotton picker, now in quantity production.

The limited number of the one-row machines which will be produced in 1952 have been allocated, and production plans beyond 1952 have not been completed, it was announced.

*Pasture Dream

*Now's the time to buy!

More and more farm implement dealers are realizing the profit-making opportunities of PASTURE DREAM. Here is a pasture-building tool that does all essential planting

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Dealers Know a Good Thing When They See It

Taylor's PASTURE DREAM is sold exclusively through farm implement dealers all over America. Many dealers had outstanding success

last year. With the peak fall buying season coming up soon, we cordially invite you to investigate PASTURE DREAM today.



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FIRM _____

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You make more money selling DEMPSTER because it's America's quality water system!

No wonder the farmer won't have anything else! Dempster offers him a tried-and-tested water-supply system—backed by the 73-year-old Dempster reputation for unquestioned quality. It's just plain sense that you can sell more Dempster Water Systems. In a day of increasing shortages, with replacement materials harder to get, your customer is more quality-conscious than ever before. You sell quality when you sell the Dempster Water System—it's America's finest!

These Dempster Pumps are star members of America's finest line...



SHALLOW-WELL JETMASTER—Only one moving part. No special pressure tank needed. Easily installed and exceptionally efficient.



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CENTRIFUGAL PUMPS—Impellers are semi-enclosed for greater efficiency. Balanced drive shafts ride on double Timken Bearings. There are no better irrigation pumps made than Dempster Centrifugal Pumps.

America's Quality Line of Farm Water Systems

DEMPSTER
WATER SUPPLY EQUIPMENT

Pumps • Tanks • Windmills •
Irrigation Equipment

**DEMPSTER
MILL MFG. CO.**
Beatrice, Nebraska

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Silbaugh Introduces New Humboldt Loader Mount

THE SILBAUGH Manufacturing Company of Humboldt, Iowa, recently announced the distribution of a new loader mount designed for Allis-Chalmers WD Standard wide front end tractors. This new loader mount is easy to install and operate. No extra pump, auxiliary tank, or complicated hydraulic fittings are needed. It operates right off the regular WD pump.

The new mount has powerful twin-high pressure, smooth working cylinders, with no part of the loader extending above the tractor. It is guaranteed against faulty workmanship and materials.

In addition to the new loader mount, Silbaugh also manufactures a variety of row crop models, designed for popular make row crop tractors.

Sales Campaign

(Continued from page 84)

were instructed to go over a farmer's equipment thoroughly in order to make new sales, parts sales, and suggestions for needed service work. The salesmen worked both sides of the road, calling on farmers who owned competitor's equipment as well as those operating equipment sold by Frederick Motor Co.

Averaging 12 calls each day, the two salesmen also gave two days a week to one-half hour on-the-farm demonstrations.

During these farm-to-farm surveys, where a marked interest was shown in a new tractor, plow, planter, harvester, etc., notes were taken and turned in to Koons at the close of the day. Such leads

were promptly followed up by Koons and Shop Foreman Miller who phoned and made an appointment with the farmer for an evening visit.

All other orders except new sales were written up in the order book and turned in to the parts counter, where the order was readied for the customer's call. Where a farmer expressed particular interest in an item, but had not placed an order, notes were jotted down in memo books and then called to the attention of Koons.

During September, October and November, three more tractors were sold per month than during "normal" months. Additional plows, cultivators and mowers were sold after visits by Koons and Miller.

During the weekly demonstration days, the two outside salesmen went from farm to farm and demonstrated a tractor and post-hole digger and a tractor and subsoiler. This equipment was demonstrated, Koons explained, be-

cause it was relatively easy to move from farm to farm.

"Demonstrations were more for psychological effect," he said. "It gave farmers the opportunity to observe the operation of a tractor, and of operating it if they desired. A demonstration was something they would recall when the time came to replace their tractors."

During the campaign 400 pieces of direct mail went out monthly promoting parts and service. During the campaign 1472 pieces went out in six mailings.

The company used an outdoor movie theater to show a series of color films on farm machinery in current use—a plow, planter, mower, harvester, combine or baler. This is promotion that is usually carried on between April and November, Koons explained, but it was given renewed emphasis during the campaign.

Advertising in the daily newspaper on service, sales and parts continued as well as advertising in the local civic and farm publications.



THE CHIEF ENGINEER

of one of the leading farm equipment manufacturers states that we are only nicely started on power farming—that the average farmer still does 60% of his work manually. Constant change—something new—something better—is a characteristic of America. The easiest way to keep up to date regarding new equipment and methods of farming operation is thru the pages of SOUTHERN FARM EQUIPMENT.

If you are not already a subscriber, send in your \$1.00 today for a yearly subscription or \$2.00 for three years.

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Built to be BETTER

EVERITE
Pumps

Write today for detailed information on this complete line of Water Systems that are built to be better!

- Quality featured
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- Simplicity in design



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617 N. Prince St. • Lancaster, Pa.
"Over a quarter of a century experience"

CALBAR "COMBINATION" CAULKING CARTRIDGES

USE THEM TWO WAYS!



**STANDARD HOLE-
IN-CAP WITH
METAL NOZZLE GUNS**



**WITH SNAP-IN
PLASTIC NOZZLE
FOR ALL GUNS**

Now more popular than ever with contractors, builders and home owners! So easy to use . . . either way the caulking compound never touches the sides of the gun. No after-cleaning required. Plastic nozzle supplied with each cartridge of non-staining, non-hardening, CALBAR Caulk-O-Seal. Meets all specifications!

NO INCREASE IN PRICE!
simplifies inventory . . . answers all needs!



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*Fully
Guaranteed*
AS TO QUALITY,
FIT, AND FINISH

Patterns are available for practically all plows, listers, middlebreakers in No. 1 soft center or No. 2 crucible steel of the highest quality obtainable. Send today for catalog and trade prices.

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DIVISION OF ILLINOIS IRON & STEEL CO.
CARPENTERSVILLE, ILLINOIS, U.S.A. (EST. 1873)

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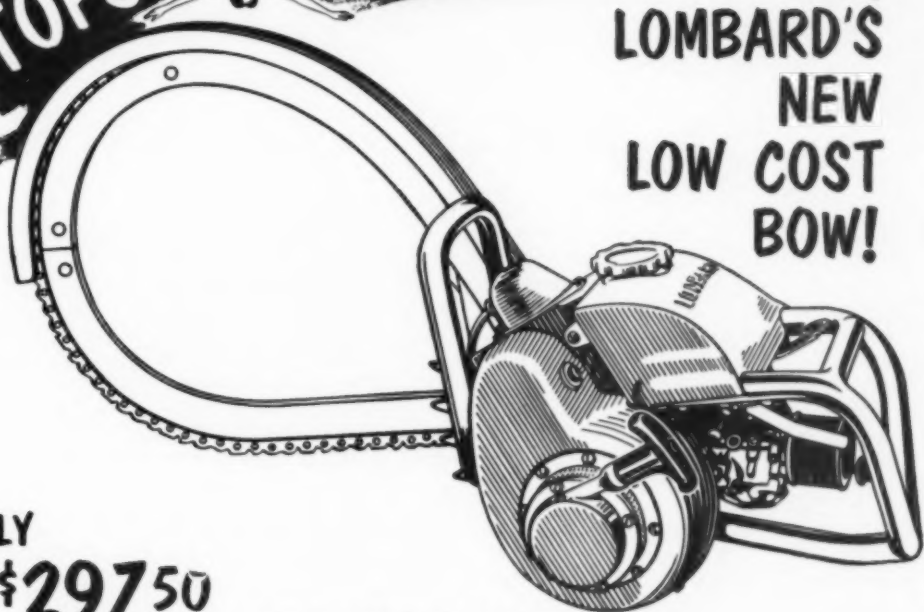
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LOW COST
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It's yours in Lombard's New Bow Chain Saw. With its sturdy bow attachment specially designed for rugged Southern requirements, this powerful light-weight has already proved its worth by setting the pace for winter cutting in North and Central states.

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Straight bar
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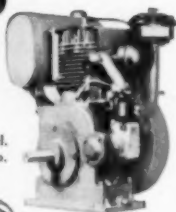
THAT MAKES GOOD

BUSINESS *Better!*

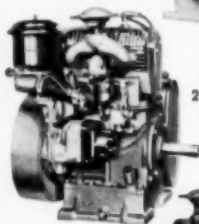
WISCONSIN HEAVY-DUTY
Air-Cooled ENGINES



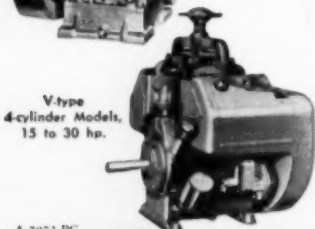
4-cycle Single Cyl.
models, 3 to 6 hp.



4-cycle Single Cyl.
models, 6 to 9 hp.



2-cylinder models
7 to 13 hp.



V-type
4-cylinder Models,
15 to 30 hp.

Dealers who are privileged to display the attractive metal sign shown above know from day-to-day experience that this sign actually produces good business for the Service Department.

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The extent of your local market for "Engine Service" can be judged from the fact that the great majority of power-driven farm machines, other than tractors rated above 30 H.P. are powered by Wisconsin Air-Cooled Engines . . . representing a total of more than 12,000,000 H.P. in agricultural service. Almost every farmer owns some Wisconsin-powered equipment.

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